



**"Professionals
For Texas Agriculture"**

Texas Ag Line

Official Publication of the Texas Ag Industries Association ★ 145 West Travis La Grange, Texas 78945 979-968-5602

TAIA Annual Conference and Business Meeting

The TAIA Annual Conference and Business Meeting will be held January 17 - 19 in Addison at the Crowne Plaza Hotel. Over the last several years the TAIA Annual Conference has continued to grow into a conference where major companies are able to meet with customers and staff to start off the new year. If you have never attended the Annual Conference or it has been a while, you could be missing out on a great place to network and make contacts that might have a major influence on the future of your business or your personal advancement. Listed below are the companies that will be hosting company meeting rooms during the conference. This is a great time to give them a call and arrange a meeting.

2012 Company Meeting Room Hosts

- American Plant Food
- AMVAC
- BASF
- Bayer CropScience
- Dow AgroSciences
- Dupont Ag Products
- Equalizer
- FMC
- Inter-Chem
- J. R. Simplot
- KOCH
- Martin Resources
- Mosaic
- Nichino America
- PotashCorp
- Simplot Grower Solutions
- Syngenta
- Transammonia
- Wilbur-Ellis Company

Visit Annual Conference Sponsors on page 6

ASMARK Adds New Training Complex

The Asmark Institute announced plans to construct a new training complex in Bloomington, IL to host its Ammonia Technician Course and a series of new courses designed for grain facilities. Bloomington, IL is centrally-located within the United States and offers several advantages, especially to the agricultural industry. The 26,000 square foot complex is expected to host a wide variety of meetings with its unique design and capability to accommodate equipment used for scenarios and specialized hands-on training. The Bloomington complex will also serve as the central dispatch point for the Professional Applicator Training course.

"The Grain and Feed Association of Illinois is excited to partner with the Asmark Institute in developing a facility with hands-on safety training for the grain handling industry," according to Jeffrey D. Adkisson, Executive Vice President of GFAL. "Having well-trained employees, especially in the area of safety, has been a focus of the Association as well as the Asmark Institute for years. We see this as the next step in training our grain handling workers to recognize hazards and learning how to prevent or eliminate them."

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Chairman's Comments

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Provided by CHB Consulting, Inc. Staff

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I hope everyone had a great Christmas and is ready to start a new and more prosperous year in 2012. There is no doubt that 2011 was one of the most challenging weather years for Texas. Most regions across the state experienced the worst drought in history. Although we are far from normal, a few areas have been fortunate enough to get some recent rains to start the healing process.

On the flip side, TAIA has had a great 2011. On the legislative side, we have had the chance to voice our concerns with a number of new laws including the new NPDES regulations. We have also made some great strides in defining our Vision and Mission for the association by adopting new statements. We had some great participation at the regional meetings thanks to our Regional Planning Committees. Best of all, our membership numbers have continued to grow. I have had several comments for both members and non-members who are impressed with the progress that TAIA has made. There is no doubt in my mind that TAIA continues to advance and will continue to be a valuable asset for all businesses involved in Texas Agriculture.

Leading TAIA as the 2011 Chairman of the Board has been a true honor and privilege. I can honestly say that it's been one of the most rewarding experiences that I have ever had. I have had an opportunity to work with some of the best individuals in the business. Working with Donnie and his staff/family continues to be a joyful experience. I want to thank the Board and all the members for giving me this great opportunity.

In closing, I wanted to remind everyone of our upcoming Annual Conference. It is scheduled for January 17-19th in Addison Texas. We are set to have a great meeting at a great location. If you need more information, please visit our website or give Donnie a call. Make a difference by participating and staying engaged with TAIA. Together we can continue to ensure that we represent Texas Agriculture.

Sincerely,
Benny Martinez
Chairman of the Board 2011

President's Comments

How fast the year passes and the goals we set for ourselves and worked so hard to achieve are now just memories. The goals we did not accomplish will be carried into the new year. In 2010 we reached the goal of 500 members - a goal we worked so hard to achieve for several years prior. In 2011 we will end up with almost 510 members because of members inviting co-workers and new companies to become a part of our great association. Our members also, for two years in a row, broke sponsorship records for every TAIA event held. 2012 is starting off the same way with a record number of sponsors for the 2012 Annual Conference and a record number of companies with meeting rooms at the conference. There has to be a reason why TAIA gets this great support from its members. Is it the great networking that takes place and/or is it the support members receive from TAIA? This would be a great time to invite non-members to join TAIA and members that do not participate in events to become more active to continue the success.

2012 is an off year for the Texas Legislature, but they will be working on interim studies and writing bills for the next session. This is an important time to be available to answer questions and to keep our ears to the ground to see what is stirring. It is also an important time to see which currently elected officials will be seeking new offices. We already know that Todd Staples, our current Agricultural Commissioner, will be seeking the office of Lieutenant Governor, and it will be interesting to see who will throw his or her hat in the ring for the Agriculture Commission position.

I would like to thank all the 2011 members and the board for all the hard work in making 2011 a great year. As we scurry into 2012 and set our new goals, TAIA will work to make this an even better year.

Thank you,

Donnie Dippel

TAIA Would Like to Welcome New Members

Manufacturer

Randy Childress, Scott Lester, Henry Stefanski / FMC

Individual Members

Jason Harris / Simplot Grower Solutions

News From The Industry

ADVANTA ANNOUNCES NEW MANAGERS

Advanta US, a leading supplier of proprietary forage sorghums, sudangrasses, hybrid grain sorghums and sunflowers, announces the appointments of Barry Lubbers as national sales manager, Shankar Podduturi as technology development manager and Vicente Trucillo as head of research and development.

Lubbers will be responsible for U.S. sales, customer relationships and business development. Lubbers has more than 20 years of agricultural sales experience and most recently served as a sales leader for Cargill Inc. Lubbers earned degrees from the University of Colorado and West Texas A&M University.

"We are pleased to add someone of Barry's caliber and experience to our company," said Steve Ligon, U.S. business manager for Advanta US. "He brings a strong seed sales background to help us reach our growth goals. We are organizing a new team to continually improve our product offerings and performance testing."

As technology development manager, Podduturi will work with Advanta's research and development personnel and the sales force to guide product development. Additionally, he will manage field trials for grain and forage sorghum. Podduturi joined Advanta in Feb. 2010 when Advanta US acquired Crosbyton Seed Company. He has more than 30 years of experience in agricultural research, including 25 years focused on sorghum.

Trucillo of Advanta Semillas in Argentina will work in conjunction with Advanta US breeders. He will oversee the company's domestic breeding program to capitalize on the company's global germplasm pool. He has 32 years of experience in sorghum breeding and has worked as a sorghum breeder with Advanta since 2007.

"Vicente has been an integral part of Advanta's international breeding program in Argentina and we are very excited to have him developing new products for our domestic seed customers," said Ligon. "His extensive experience and background in sorghum breeding will enhance our position as a leader in proprietary genetics for the U.S. and Mexico."

For more information on Advanta US and its products, go to: www.advantaus.com.

Wylie Implement Is New Case IH Ag Dealer

Wylie Implement is pleased to announce that they are the new Case IH Agriculture franchise owners for Lubbock, Plainview, and Amarillo, as of October 1, 2011.

The Lubbock store has moved from the South Loop 289 location to 516 E. 42nd St, across the street from the Wylie Spray Center. The Plainview store is located at 700 S. I-27; the Amarillo store is located at 14200 E. I-40 (Exit 80). The three new dealerships join the Wylie Implement stores in Abilene, Munday, Lamesa, and Seminole.

Wylie Manufacturing has produced and marketed agricultural and industrial spray equipment for over 50 years through seven Spray Centers in Texas, Oklahoma, and Kansas. In 2003 Wylie became the Case Application Equipment distributor for Texas, Oklahoma, and New Mexico. Wylie expanded in 2010 with the opening of Wylie Implement stores in Abilene, Munday, Lamesa, and Seminole. All of the Wylie Implement stores offer the full line of Case tractors and equipment as well as Wylie spray equipment.

Wylie Implement invites you to come by any of our Wylie Implement locations or go to our website at www.wylieimplement.com. Let us show you the latest in Case power and technology. Our service department is staffed with factory trained technicians. Our parts personnel are knowledgeable and experienced.

"We will try hard to earn your business; we'll try harder to keep it."

Lloyd Gosselink Rochelle & Townsend, P.C. Announce Changes

Lloyd Gosselink Rochelle & Townsend, P.C. is pleased to announce that Jason T. Hill and Cathleen C. Slack have become Principals with the Firm and Alex R. McCreedy has become Associated with the Firm

Jason Hill's experience addressing water supply challenges in Texas predates his career as a water attorney. Before attending Baylor University School of Law, he served as a legislative advisor to Texas State Senator Robert Duncan on water, environmental, agricultural, and natural resource policy issues. As a native West Texan, Jason developed an appreciation early on in life of the direct connection between the availability of quality water and the opportunities for families, communities, and entire regions to prosper. Today, Jason represents a wide spectrum of client interests across and beyond Texas, including commercial and industrial interests, landowners, municipalities, public water utilities, groundwater conservation districts, and other Texas political subdivisions. His practice is centered on helping his clients address their water resources management, water rights, and other water supply planning issues. He devotes a substantial part of his practice to advocating for his clients before the Texas Commission on Environmental Quality, the Railroad Commission of Texas, the State Office of Administrative Hearings, and other agencies of the State of Texas on a broad range of permitting issues. Jason is a proud member of the Firm's Water Practice Group, a collection of over 15 water attorneys dedicated in their own right to tackling some of the most pressing water challenges of our time. Jason received a B.A. in 1997 from Texas Tech University and his Doctorate of Jurisprudence in 2004 from the Baylor University School of Law. Since earning his law degree and beginning work as an associate at Lloyd Gosselink, Jason has twice been selected for inclusion in Texas Super Lawyers - Rising Star® Edition and was the 2011 recipient of the distinguished Texas Water Conservation Association President's Award for his work on behalf TWCA. Jason was raised in Shallowater and currently resides in Southwestern Travis County with his wife, daughter, and son.



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Cathleen Slack helps businesses with their operations and growth by offering sound advice and attention to detail in contracting matters, corporate formation, governance, and mergers & acquisitions. Cathleen is also Board Certified by the Texas Board of Legal Specialization in Commercial Real Estate and assists clients with real estate transactions such as leasing, purchase & sale, and development. Cathleen's background as a commercial property manager of an office tower in Houston, Texas as well as her experience as an owner and manager during the start-up of a software development company provide her with a unique perspective to understand and respond to the needs of her business and real estate clients. Several years spent as an Assistant Attorney General also allows her to successfully represent both landowners and condemnors in eminent domain matters. Cathleen received her Bachelor of Business Administration in Management from the University of Texas at Austin and her Doctorate of Jurisprudence from the University of Houston. She grew up in Austin, Texas and is pleased to be settled again in Austin with her husband and daughter.

Alex McCreedy is a member of the Firm's Business Services and Corporate & Real Estate Practice Groups. His practice focuses primarily on corporate and real estate transactions where he assists businesses in the acquisition, sale, and leasing of real property, as well as business formations, mergers & acquisitions, and various other business transactions. Alex received a joint Bachelor of Arts in International Business and Spanish from St. Edward's University and his Doctor of Jurisprudence from Cleveland-Marshall College of Law. While in law school, he was a judicial intern for The Honorable Sam Sparks of the United States District Court, Western District of Texas, Austin Division, and served as a law clerk in the legal department of IMG World. He is a member of the State Bar of Texas, the Ohio State Bar Association, the Austin Bar Association, and the Austin Young Lawyers Association. Alex is originally from Austin, Texas.



Firm Practice Areas: *Water - Districts Litigation - Corporate - Real Estate Air and Waste - Climate Change and Carbon Management - Employment Law Business Services - Energy and Utility - Government Relations*

Lloyd Gosselink Rochelle & Townsend P.C. 816 Congress Avenue, Suite 1900 Austin, Texas 78701 Telephone: (512) 322-5800 Facsimile: (512) 472-0532 www.lglawfirm.com

FMC Adds Fungicide and Two New Insecticides to Portfolio

FMC Agricultural Products announced the acquisition of Rovral® fungicide from Bayer CropScience (BCS) for agricultural uses. FMC is excited to welcome this fungicide into our US and Canada portfolio of industry-leading herbicides and insecticides and, in doing so, broaden our existing range of products.

Rovral® is used for protecting a wide range of crops, including tree nuts, cotton, rice, potatoes, fruits and vegetables. Further, Rovral® is a well-known resistance management tool that controls disease and safeguards crops.

In late 2011, FMC Agricultural Products launch two new insecticides for agricultural uses Athena and Stallion insecticides. Athena is a company trade secret formulated insecticide-miticide for control of spider mite and plant bugs in cotton. The formulation is an EW (emulsion, oil-in-water) of bifenthrin and abamectin where the two insecticides are dissolved as a true molecular solution in a unique ternary penetrating technology system. (*Ternary means: a complex formed by the interaction of three molecules, bif+aba+penetrating technology system*) These are then pre-emulsified to a sub-micron droplet size distribution and stabilized in a water continuous phase at the time of production. When diluted with water prior to application, an enormous amount of extremely small and highly stabiliz droplets of bifenthrin and abamectin are delivered offering outstanding performance in terms of coverage, uniformity, rain fastness, translaminor movement, consistency and overall efficacy.

Stallion Insecticide is a combination product of a zeta-cypermethrin plus chlorpyrifos with registered uses on alfalfa, corn, cotton, soybean, sorghum, sunflower and wheat. This enhanced insecticide technology offers growers broad spectrum & residual control, plus added knock-down of pest such as headworms, weevils, aphids and leafhoppers.

Thank you for your partnership with FMC Agricultural Products. We will continue to communicate with you as we develop and introduce new products into our business. In the meantime, if you have any questions, don't hesitate to contact your FMC Representative or FMC Customer Service Center at 1-800-346-0833

Albaugh, Inc Announces New Pricing for MiloPro

Albaugh, Inc has announced new pricing on MiloPro for the 2012. Sorghum growers and ag chemical dealers can check with their Albaugh distributor and receive current pricing.

ASMARK Complex Continued From Page 1

“The level of skill and training demonstrated by pesticide and nutrient applicators is often a determining factor in the overall prosperity of the ag retailer’s business,” said Jean Payne, President of IFCA. “A major element of IFCA’s mission statement is to promote the sound stewardship and utilization of agricultural inputs. IFCA’s partnership with the Asmark Institute to bring this technologically advanced, hands-on training center to Central Illinois is a major step forward for our industry, for farmers who rely on expert applicators, and for the safety of the public and communities that expect a high level of professionalism, safety and stewardship from our industry.”

“The essential elements critical to the future success of our industry are collaboration, technology and training,” said Allen Summers, President of the Asmark Institute. “This partnership with IFCA and GFAI encompasses the sharing of talent, time and resources and leverages the positive effects of all who share in the goal of protecting life, property and the environment,” added Summers.

Plans are for the office space to be ready for occupancy in March 2012, with the training complex being finished in time for the National Environmental, Health & Safety School in August.

2012 Annual Conference and Business Meeting Sponsors

Reception Sponsor - Helena Chemical Company

Conference Sponsors

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ASMARK	Monsanto
BASF	Mosaic
Bayer CropScience	Nichino America Inc.
Boyd's Equipment	Oro Agri
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ChemNut	PotashCorp
CF Industries	Rhizogen
CHS	ServiTech
Crop Production Services	Specialty Fertilizer
Dow AgroSciences	Syngenta
DuPont	Tank Builders
El Dorado Chemical Company	Transammonia
Equalizer	Tessengerlo Kerley
FMC	United Phosphorus Inc.
Gowan USA	Yargus
Heartland Tank	Wilbur-Ellis Co.
Intrepid	Winfield Solutions

NPDES Udate From Crop Life America

As is now obvious, HR 872/NPDES permit relief did *not* make it into the final versions of any of the last minute legislation passed by Congress prior to the Holiday recess. We understand that our issue was in play, likely even included, in early versions of the omnibus appropriations bill, but we have received conflicting rumors about why/who compelled an NPDES to not be included in the final version that passed into law: we are still seeking answers.

Rest assured, the coalition is committed to getting a fix through Congress. Given that both the House and Senate are not in session until later this month, we will pushing up to, and likely past, the permit's administrative "enforcement" deadline of late January/early February before we have any opportunity for Congressional action.

Please guide your affected interests accordingly so that they can protect their businesses and operations until we can relieve them of the permit's burdens.

Rebeckah (Freeman) Adcock
Senior Director, Government Affairs
CropLife America

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TAIA MEMBERS

The 2012 Scholarship
Application is available on the
TAIA Website.

Have you sent in your 2012
dues?

Calendar of Events

January 17 - 19, 2012
TAIA Annual Conference
Addison

January 31 & February 1, 2012
CCA Exam Training
Lubbock

February 3, 2012
CCA Exam
Lubbock