9:00 — 9:15 am • Welcome by Helene Dillard, Dean, CAES, UC Davis

9:15 — 10:30 am • CROP BREEDING PANEL
Breeding methods and goals for the next 20 years
Introduction by Allen Van Deynze, SBC Director
Panelists
Richard Michelmore, UC Davis (moderator)
Cecilia Chi-Ham, Inari • Christine Diepenbrock, UC Davis • Jeff Zischke, Sakata

10:45 am — 12:00 pm • SEED PRODUCTION AND QUALITY PANEL
Discoveries and opportunities for improving seed production and quality
Introduction by Kent Bradford, SBC Founder
Panelists
Derek Bewley, University of Guelph (moderator)
Alfred Huo, University of Florida • Johan Van Asbrouck, Rhino Research, Thailand • Keith Kubik, HM Clause

12:00—1:00 pm LUNCH

1:00 — 3:00 pm • EDUCATION PANEL
Continuing education needs for future seed industry professionals
Introduction by Rale Gjuric, SBC Education Director
Panelists
Gail Taylor, UC Davis (moderator)
Claudia Germeshausen, HM Clause • Laura Brown, Enza Zaden • Rita Mumm, African PBA Lead Instructor

3:15 — 4:15 pm • OUTREACH PANEL
Harnessing new media and messages to communicate modern technologies
Introduction by Francois Korn, Executive Director, Seed Central
Panelists
Katie Murphy, UC Davis (moderator)
Alison van Eenennaam, UC Davis • Matthew Johnston, Syngenta • Peggy Lemaux, UC Berkeley • Rick Falconer, Rijk Zwaan USA • Sekhar Boddupali, Intrexon

4:15 pm • Closing by Jenny Lester Moffitt, Undersecretary, CDFA

SEED CENTRAL EVENT: 10th ANNIVERSARY

4:30 — 6:00 pm • Networking with start-up entrepreneur
Alex Schultink, Founder & CEO, Fortiphyte

6:00 — 7:00 pm • Featured Speaker
Kent Bradford, Faculty & SBC Director, UC Davis
Topic: The Past Is Prologue