

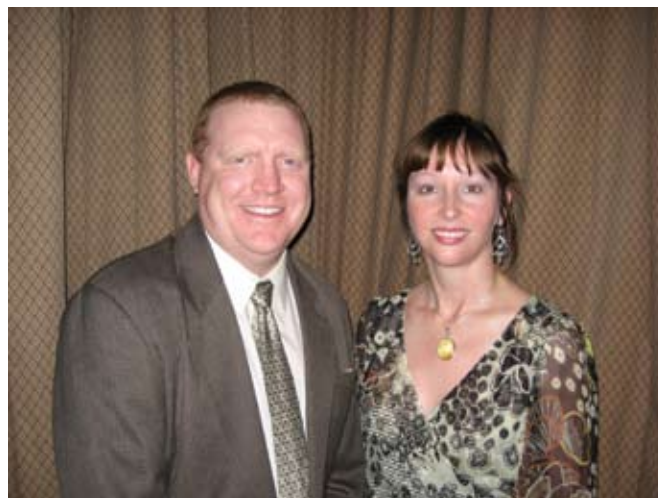
Future Giant

The Future Giants of the Seed Industry award recognizes commitment to the seed industry, leadership and innovation. Clinton Pilcher, the first recipient of the award, excels in all of these areas.

By Christa Mariash

CLINTON PILCHER GREW UP in northeast Colorado and had dreams of working for the University Extension Service like his father, but decided to follow a slightly different path even though they both obtained degrees in entomology. Even with this background, Pilcher's dedication to the seed corn industry is obvious. He has played a leadership role in delivering the first generation of biotechnology-based corn rootworm and corn borer traits and continues to work on developing solutions that will give seed genetics greater value.

"Early in the development of the insect control technology, Pilcher was instrumental in designing the field selection process to ensure the technology delivered to the seed industry met performance standards and would meet growers' needs," says Philip Miller, Vice President, U.S. Technology Development for Monsanto. "He has been key in working with corn seed companies to ensure adoption of these technologies, training



Seed World Publisher Robynne Anderson presented the Future Giants of the Seed Industry award to Clint Pilcher at the 2007 ASTA annual meeting.

agronomists in the field and educating growers on their benefits and management practices."

Pilcher, now Corn Insect Traits Technology Development Manager for Monsanto, has demonstrated significant commitment to the future of the industry as well by working with youth organizations such as the FFA and university undergraduates. He established an innovative insect scouting program with various FFA groups as a mechanism for generating interest in career opportunities in the seed industry and agriculture.

Pilcher's passion for the seed industry is not only found in his accomplishments but in the way he speaks about the industry and his aspirations for it. "There are three reasons why I love the seed business. The first is the people involved, it's like a family. The second is how the seed industry impacts not only the U.S., but the world. We feed the world – it's about food, feed and fuel. The final thing is the opportunities that we have in the industry," he explains. "It's been a great industry, historically, but we're really just at the forefront of new and exciting things to come." **SW**

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The Future Giants Award

The Future Giants of the Seed Industry award annually recognizes an individual who shows the potential to make a significant contribution to the industry. Nominees are either in the graduation year of his/her post-secondary program and planning to enter the seed industry or currently employed in the seed industry and seen as a rising leader.

The award is co-presented by FuSE (Future Seed Executives), an initiative of the American Seed Trade Association, and *Seed World*. The recipient is chosen by the *Seed World* Advisory Board – a panel of seed industry experts.

Visit seedworld.com for more information and to obtain a nomination form.