



LEWIS HYBRIDS

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Lewis Hybrids Marketing Manager Named to National Industry Post

URSA, IL – Kimberly Boccardi, marketing manager for Lewis Hybrids, has been named vice chair of the Future Seed Executives (FuSE) Organizing Committee for the American Seed Trade Association (ASTA). FuSE is a sub-committee of the ASTA, which focuses on educating and supporting those future seed industry executives with fewer than seven years of industry experience.

"Lewis Hybrids has a year-round service promise for its customers. Being involved with the FuSE Organizing Committee provides me with the opportunity to be up-to-date on seed industry issues and share relevant information with our customers as it surfaces," says Boccardi, who has been with Lewis Hybrids for about two years. Boccardi previously worked in marketing in both the seed and feed segments of the agricultural industry and is a Quincy University graduate.

As a member of FuSE, Boccardi can participate in one-day events co-hosted by ASTA member companies. These "educational units" focus on the sponsoring company's business and feature a local university case study presentation. The activities are designed to expand learning, promote networking and improve general understanding of the seed industry. FuSE also offers roundtable discussion groups. Hour-long conference calls are moderated by senior industry members to provide FuSE participants with important seed industry events and issues information.

"I believe that nothing comes to those who wait; you have to go out and take it," says Boccardi. "I wanted to be part of the organizing committee so I could share my opinions and be a part of changes in the seed industry. Lewis is focused on delivering profitable seed solutions and services to farmers, and this is one way to help accomplish that."

Lewis Hybrids is a family-run seed company that has delivered seed solutions and service to northern Missouri, west central Illinois and southeastern Iowa farmers for three generations. Their corn, soybean and wheat seed solutions are backed by the year-round Lewis Service Promise. For more details, visit www.lewishybrids.com.

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