

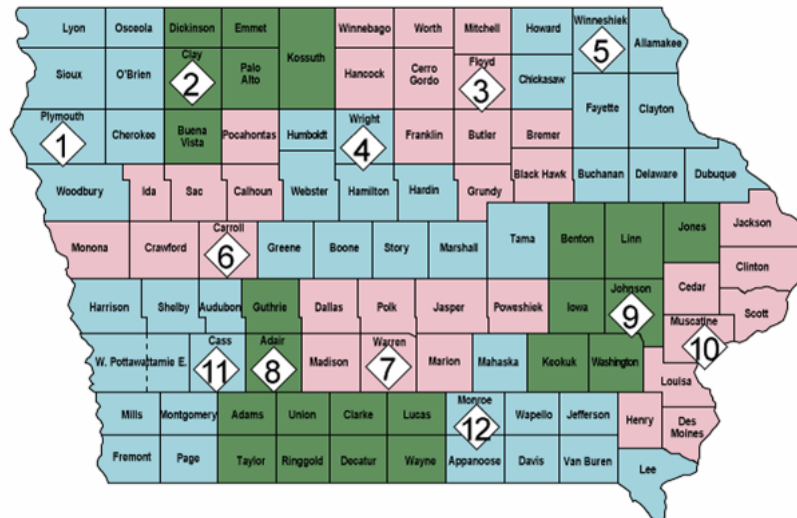
Iowa State University Corn and Soybean Initiative

Clarke McGrath
Crops Field Specialist (Agronomist)
Partnership Manager

Crops Field Specialists

| Region 1: [Joel DeJong](#) | Region 2: [Paul Kassel](#) | Region 3: [George Cummins](#) | Region 4: [John Holmes](#) | Region 5: [Brian Lang](#) | Region 6: [Todd Vagts](#) | Region 7: [Mike White](#) | Region 8: [John Kennicker](#) | Region 9: [Jim Fawcett](#) | Region 10: [Virgil Schmitt](#) | Region 11: [Clarke McGrath](#) | Region 12: [Mark Carlton](#) |

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CSI Partnership Manager: Roles and Responsibilities

- Education/Background
- What does a Crops Specialist/Partnership Manager do w/current Partners?
- Future Partnership Plans
- Observations as a CSI Partnership Manager

Education/Background

- BS Ag Bus/agron from ISU '91
- Should complete M Ag summer '06
- Started with GrowMark member cooperative Agriland FS '91
- Advanced to manage a \$5 million retail fert/chem/seed facility for 8 1/2 years
- ISUE Crops Field Specialist '00-present
- Became Partnership Manager for 3 CSI partners in '05

Partners and Activities

- Farm Service Company, Pelgrow and Agronomic Solutions
- Combined they cover my entire 10 county area with 20 locations and 18 agronomists
- We cooperate on-
- Meetings, newsletters, insect trapping, research and demo plots, field calls, troubleshooting, sample collection, employee training and more

Future Plans

- ADD MORE PARTNERS!
- Companies want “on board”
- Determine who else we should partner with
- 80/20 rule and leveraging our efforts
- Understand each partners Mission Statement and business plan
- Quantify what we can do for each other

How Well Is The CSI Working?

- **Challenges-** Time, Communication, Commitment
- What do we do with/for partners?
- **Benefits-** Communication, Commitment, Time
- Cooperating w/partners on meetings, newsletters, insect trapping, plots, field calls, troubleshooting, sample collection, employee training and more
- Leveraging efforts- couldn't do this w/ individual growers
- Formalizes what I have done for 5 years