PSA Emerging Leaders Program

Pre-Conference Scholarship Application

PSA Annual Convention | Feb. 7-9, 2027 | Santa Fe, NM

About the Program: The PSA Emerging Leaders Program is a pre-conference session designed to invest in the next generation of leaders in the seed industry. This half-day program, held on Sunday afternoon before the PSA Annual Convention, features professional development facilitation, mentorship from past PSA presidents and industry veterans, networking opportunities, and actionable takeaways to support career growth. Scholarship recipients receive complimentary registration for the program and the full convention.

This experience is designed to:

- **Develop emerging leaders** by connecting them directly with experienced industry professionals and past association leadership.
- **Preserve institutional wisdom** through intentional conversations about the lessons, values, and relationships that have shaped the industry.
- **Strengthen business succession and leadership continuity** by encouraging owners and executives to consider how they prepare others to carry their work forward.
- **Build meaningful relationships** that extend beyond traditional networking and annual convention participation.
- **Increase engagement** among younger professionals and individuals who might not otherwise attend PSA events.
- **Create lasting commitments** to mentorship, knowledge transfer, and intergenerational collaboration.

Key Dates & Attendance

Convention	February 7-9, 2027 at Eldorado Hotel, Santa Fe, NM Emerging Leaders Program: Sunday, February 7 | 12:30 – 3:00 pm
Application Deadline	December 31, 2026 at 11:59 pm PT
Selection Notification	Applicants will be notified by January 8, 2027
Submit Application To	stuart@kushneramc.com
Questions	Stu Kushner, Executive Director, stuart@kushneramc.com

Eligibility Requirements

- Applicant must be employed by a **current PSA member company in any membership category**, including associate members that provide products or services to the seed industry. You do not need to work directly for a seed producer or dealer to apply.

- Applicant should be an **emerging leader** — someone stepping into a new leadership role, transitioning into management, or taking on expanded responsibilities (no age restriction).
- Priority is given to those in the **early stages of their career in or serving the seed industry**, or within the first five years of a leadership/management role.
- Multiple individuals from a company may apply, but only **one scholarship per member company** will be awarded.
- The applicant's company is responsible for **travel, hotel accommodations, and other expenses** not included in the award (see below).

> **What the Scholarship Covers:** The scholarship covers registration for the Emerging Leaders Program, full PSA Annual Convention registration, and scheduled meals included with convention registration. Optional activities and separately ticketed events are not included. The applicant's company is responsible for travel, hotel accommodations, and other expenses not expressly included in the award.

Cancellations & Alternates

If a recipient can no longer attend, they should notify Stuart Kushner in writing as soon as possible, and no later than January 22. Scholarships are not transferable to another individual and have no cash value. PSA may offer a declined or forfeited scholarship to an alternate selected from the remaining applicants. Any travel or hotel cancellation costs remain the responsibility of the recipient's company.

Section 1: Applicant Information

Full Name

Email Address

Phone Number

Current Job Title / Role

PSA Member Company Name

Company Location (City, State)

Years in the Seed Industry (or serving it)

Years in Current Role

Section 2: Supervisor / Company Contact

Supervisor / Manager Name

Supervisor Email Address

Supervisor Phone Number

Section 3: Professional Background

Suggested length: 100–150 words per response.

Brief Bio: Please provide a short summary of your professional background and career path, including any relevant experience in or serving the seed or agriculture industry.

Describe your current leadership responsibilities or the leadership role you are stepping into. What challenges are you facing in this transition?

Section 4: Career Goals & Aspirations

Suggested length: 100–150 words per response.

Where do you see yourself in the next 3–5 years? What do you hope to contribute to the seed industry and/or your company?

What specific skills, knowledge, or connections do you hope to gain from attending the Emerging Leaders Program and the PSA Annual Convention?

Section 5: Interest in PSA

Suggested length: 100–150 words per response.

What interests you about the Pacific Seed Association? How do you see yourself engaging with PSA in the future?

Section 6: Company Endorsement

A supervisor or company representative must confirm that they support this application and that the company will cover the applicant's travel, hotel, and other expenses not included in the award if selected.

Company Representative Name

Title

Signature

Date

☐ I confirm that the company will cover travel, hotel accommodations, and other expenses not included in the award for the applicant if selected for the Emerging Leaders scholarship.

Section 7: Applicant Agreement

☐ I confirm that I am employed by a current PSA member company.

☐ I agree to attend the full Emerging Leaders Pre-Conference session on Sunday.

☐ I agree to attend the full PSA Annual Convention.

☐ I agree to notify PSA promptly if I can no longer attend, per the Cancellations & Alternates policy.

☐ I agree to complete a post-program survey following the convention.

☐ I am willing to participate in a brief video testimonial about my experience *(optional but encouraged)*.

Applicant Signature **Date**

Selection Process

Up to 10 scholarship recipients will be selected by the PSA Board of Directors. Applications will be evaluated based on the following criteria:

Criteria	Max Points	Score
Professional background and emerging leader status	5	
Career aspirations and growth potential	5	
Interest in and commitment to PSA	5	
Quality and thoughtfulness of application responses	5	
Total	**20**	

All applications will be reviewed by the PSA Board. Applicants will be notified of their selection status by January 8, 2027. The program is open to all PSA member company employees; those not selected for a scholarship may still attend the program at the standard registration rate.

Pacific Seed Association

Submit completed applications to Stuart Kushner at stuart@kushneramc.com by December 31.

This program is funded through the PSA scholarship fund and member sponsorship contributions.