

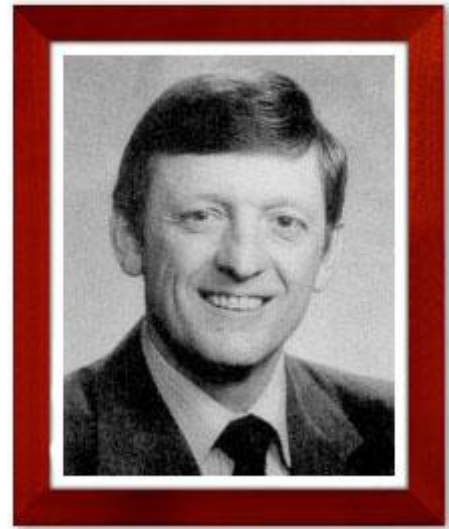
Lawrence "Sonny" Beck

B.S., Agronomy, 1962

M.S., Agricultural Economics, 1964, Purdue University

Mr. Beck is President and General Manager of Beck's Superior Hybrids of Atlanta, Indiana. Beck's Hybrids started as a family business and has grown to be a seed industry leader under Mr. Beck's direction. They are now marketing in Virginia, Kentucky, Tennessee, Illinois, Wisconsin, Michigan, and Ohio, as well as in Indiana.

Mr. Beck has distinguished himself not only as an astute businessman, but as a leader in service to agriculture. His business philosophy emphasizes quality, service, and the importance of agronomic research to the future of the seed trade industry. He has served as President of the Indiana Crop Improvement Association, Vice President of Ag Alumni Seed Improvement Association, member of the State Steering Committee of the Indiana Institute of Agriculture, Food, and Nutrition, and as a board member of the National Soybean Council. Mr. Beck was awarded the Master Farmer Award from Indiana Prairie Farmer in 1979 and received the Crops and Soils Award from the Indiana Crop Improvement Association in 1988.



Purdue has recognized Mr. Beck both as an outstanding student and alumnus. He received the Doane Award from the FarmHouse Fraternity and the Outstanding Senior Man Award in 1962. The FarmHouse Fraternity honored him with the Darrel Snyder Alumni Award in 1989. He has been an active, loyal supporter of Purdue University. He has served Purdue as a member of the Purdue University Executive Council, Parents Council, and the FarmHouse Fraternity's Scholarship and Foundation Boards.