

California Seed Association

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Dear CSA Members and Friends of the Industry:

On behalf of the 2024 California Seed Association (CSA) Convention Planning Committee, I would like to invite you to attend the 84th Annual CSA Convention, March 17-20, 2024 at The Loews Coronado Bay Resort.

Our convention program has been carefully crafted to provide something of interest for everyone. Speakers will include Paul Crout, Helena Agri-Enterprises and Martha Malapi, Ph.D., Director, Seed Health and Trade, ASTA. The annual golf tournament will be held on Monday at the Coronado Golf Course and Bocce Ball will be played near the hotel on Tuesday. There will also be an optional event for those that wish to enjoy a guided tequila tasting tour in an open air vehicle.

Plan to register soon so you don't miss out on the group room rate of \$279.00 negotiated for our association with a \$10.00 resort fee. Please make your room reservations directly with the hotel by February 23, 2024 on our personalized website link. (www.calseed.org/events.html) Or call the hotel room reservations directly at (800) 815-6397. State that you are with CSA to secure the convention rate. The facility and setting are the perfect combination for interacting with everyone in our industry. This meeting is an essential link in bringing greater communication and stability within the seed industry. Your support and participation are invaluable in keeping our association strong.

Enclosed is the convention program and additional informational materials including the sponsorship opportunity form. Your registration must be received by the CSA office no later than March 8, 2024. If you have any questions regarding the convention please call the CSA office. Your past support and involvement are sincerely appreciated, and we look forward to seeing you in beautiful Coronado, CA.

Sincerely,



Grant Baglietto, Baglietto Seeds
CSA President