

# California Seed Association

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July 15, 2021

## Dear CSA Members:

We're back and we are so looking forward to seeing you all at the upcoming **Mid Year Meeting in Monterey**. We will continue to streamline the meeting schedule and all committees will have sufficient time to meet and discuss current issues impacting the seed industry. Our format will have concurrent committee meetings in the morning for issue-driven discussions and work. Each of the committee chairs will be contacting members for input on the agendas. We are offering a new session this year as part of our NextGen Leadership Program developed by the IC&YA Committee and they will be accepting nominations. A group of 25 will be selected by the committee. This session will feature a leadership workshop, keynote presentation and a panel of industry experts who will focus involvement in the seed industry here in California. This additional training session is being offered complimentary to members as an additional member benefit. It is definitely a win-win for both you and your employee!

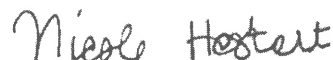
After the meetings conclude, the chairs will report the highlights and topics of discussion at each meeting to the entire membership at the General Session. The group luncheon featuring our keynote speaker will follow the General Session.

The meeting will be held at the **Monterey Marriott Hotel, September 21-22, 2021**. The Monterey Marriott Hotel is located at 350 Calle Principal, Monterey, CA 93940. Please make reservations directly with the hotel by calling **(877) 901-6632** by **5:00 pm on August 27th** and please mention that you are with the California Seed Association to receive the group rate of \$229.00. We also have our own meeting reservation website you may access through the CSA website on the calendar of events page [www.calseed.org/events.html](http://www.calseed.org/events.html).

The golf tournament will again be a fundraiser for the "**Ginny Patin Scholarship**" and will be held on Tuesday, September 21st at 12:45 pm at the **Carmel Valley Ranch Golf Course**. The tournament will begin with a shotgun start at 1:00 pm and will include lunch. For those of you who do not golf, the Bocce Ball Tournament at the **Custom House Plaza** and lunch will be held on Tuesday afternoon at 12:00 noon beginning with lunch and registration and will also serve as a fundraiser for the scholarship program.

All committees will meet on Wednesday, September 22nd followed by the General Session and Luncheon with a Keynote Speaker. We look forward to an engaging presentation by our keynote speaker this year. The Mid Year meeting provides an opportunity for in-person industry communication and a chance to get together with your business colleagues in a social atmosphere. I look forward to seeing all of you in Monterey.

Sincerely,



Nicole Hostert  
CSA President