



2019 CSA Convention



79th
ANNUAL

California  Seed
Association

March 10-13, 2019
Omni La Costa Resort & Spa
Carlsbad, CA

CSA 79th Annual Convention Schedule of Events

SUNDAY ~ MARCH 10, 2019

1:30/5:00	Registration/Hospitality	Veranda Foyer
3:00/5:00	Board of Directors' Meeting	Daisy Board Room
5:30/6:30	Welcome Reception	Valley Promenade

MONDAY ~ MARCH 11, 2019

7:00/5:00	Registration/Hospitality	Veranda Foyer
8:00/10:00	Spouse/Guest Continental Breakfast and Floral Design Class	Pavilion
8:00/11:00	Individual Committee Meetings:	
	<u>Room 1: Veranda</u>	<u>Room 2: Parlor</u>
8:00/9:00	Plant Breeders/Biotechnology Committee	Legislative Committee
9:15/10:15	Field Seed /Seed Certification / Turf Seed Committee	Vegetable / Flower Seed / Grower & Shipper
10:15/11:15	Industry Communications/Youth Activities Committee	Liaison & Plant Health Committee
12:00/5:30	Golf Tournament at the Champions Golf Course with Lunch	Meet at the Course
1:30/4:45	Whale & Dolphin Watching Adventure	Meet in Lobby to Load Van
6:00/7:00	Group Reception	Edge Pool/Terrace/Valley Promenade

TUESDAY ~ MARCH 12, 2019

7:00/7:45	Past Presidents Breakfast <i>(for past presidents only by invitation)</i>	Carnation
7:00/5:00	Registration/Hospitality	Veranda Foyer
7:45/9:15	Spinach Committee Meeting	Parlor
9:15/11:30	General Session	Veranda
	Committee Chair Panel Reports and Group Discussion	
	Keynote Address: Marty Jakosa on Communication and the Changing Workforce	
11:45/4:30	Bocce Ball Tournament with Lunch	Terrace Lawn
1:00/4:00	A Taste of Carlsbad Food Tour	Meet in Lobby to Load Van
6:00/7:00	Group Reception and Industry Auction	Poinsettia Foyer
7:00/10:00	President's Banquet & Entertainment	Poinsettia Ballroom

WEDNESDAY ~ MARCH 13, 2019

6:30/7:30	5K Run/Walk	
8:00/10:00	Registration/Hospitality	Veranda Foyer
8:00/10:00	Group Breakfast & Annual Meeting	Veranda
	Keynote Speaker: Invited Secretary Karen Ross, California Department of Food & Ag	
	President's Address	
	Election of Officers & Directors	
	Scholarship Announcements and Sports Awards	
	Annual Meeting: President's Report / EVP Report	
	Vice President's New Member Report	
	ASTA Report and Update	
10:30/11:30	Board of Directors' Meeting	Daisy Board Room

THE CONVENTION Join the California Seed Association for the 79th Annual Convention at The Omni La Costa Resort & Spa in Carlsbad, CA. Surrounded by natural beauty and tucked away in a secluded area of Carlsbad, Omni La Costa Resort & Spa offers an exclusive experience to relax your mind, body and soul. Break away from the ordinary and partake in our Southern California blend of relaxation, entertainment and comfort. From two championship golf courses and a world-class spa experience to luxury rooms overlooking stunning vistas, the hotel, just 30 miles from San Diego International Airport, provides an unforgettable retreat. Explore the vibrant pools and feel the serenity of the Chopra Center for Wellbeing, a unique sanctuary nestled among the lush grounds.

CSA COMMITTEE MEETINGS

All members are encouraged to attend the various committee meetings which will be held Monday and Tuesday. This is the first step in CSA's policy development process. The Plant Breeders & Biotechnology Committee, the Legislative Committee, the Field Seed/Seed Certification/Turf Seed Committee, the Vegetable/Flower Seed/Grower & Shipper Liaison & Plant Health Committee as well as the Industry Communications & Youth Activities Committee will have their meetings on Monday. The Spinach Committee will meet on Tuesday. During the General Session on Tuesday morning, reports will be given by each committee chair in a panel format to discuss specific highlights and action items that developed at each meeting. Attendees are encouraged to participate in these meetings.

SPOUSE/GUEST CONTINENTAL BREAKFAST & FLORAL DESIGN CLASS Spouses and/or guests of industry representatives are invited to join together for a morning of food, fellowship and floral design. Come to meet fellow convention attendees and learn how to arrange flowers/wrapped bouquets you buy from flower shops or groceries. You will learn what to buy to make your own arrangements. Instructor, Reina Sumabat will bring out your creativity and resourcefulness in repurposing items around the house.

WELCOME RECEPTION Everyone is invited to the welcome reception on Sunday evening. This is an opportunity to meet fellow convention attendees in a breathtaking setting with appetizers and refreshments.

GENERAL SESSION This year the **General Session** will be held on Tuesday morning at 9:15 am. Topics will include updates from each of the **Committee Chairs** on discussions at their meetings. This year we welcome **Keynote Speaker, Marty Jakosa** who will address Communication and the Changing Workforce. The workforce is changing and with these changes, it is becoming increasingly more difficult to effectively communicate with our customers and employees. In this interactive and slightly humorous presentation, we will take a closer look at effectively communicating with our customers and workforce. Marty has dedicated the past 19 years to organizational change and development. Marty has worked closely with world renowned leadership experts such as Dr. Ken Blanchard (The One Minute Manager), Dr. Stephen Covey (The 7 Habits of Highly Effective People), and Dr. Bob Lorber (Who Are You and What Do You Want). Marty is a certified instructor and teaches classes on Leadership, Time Management, Team Building, Performance Coaching, Change Management, Project Management, Cultural Change in Organizations and Personal effectiveness. Marty is a Certified Professional Coach and focuses on personal coaching, career coaching, athletic coaching, executive coaching and team building.



RECEPTION/PRESIDENT'S BANQUET & ENTERTAINMENT Tuesday evening the group will meet in the Poinsettia Ballroom to enjoy a light reception, the beautiful view and the silent auction. The President's Banquet will follow the reception, which will include Southern California's delicious farm-to-table cuisine as well as an award winning performance by our after dinner entertainer, Michael Finney.

GROUP BREAKFAST / ANNUAL MEETING This year our annual meeting and group breakfast program will be held on Wednesday morning and will include the scholarship announcements, new member report, sporting event winners and the CSA Annual Meeting, showcasing CSA's activities for the 2018/19 year. We will hear President **Scott Emanuelli's** report, comments from the CSA incoming President **Matt DiCori** and the annual report by Executive Vice President, **Chris Zanobini**. We will also have the election of our incoming Officers and Board of Directors. Attendees will also hear an update from the American Seed Trade Association's Executive, **Andy LaVigne**. We have invited **California Department of Food and Agriculture Secretary, Karen Ross** to be our **Keynote Speaker** at this session.



HOTEL INFORMATION & RESERVATIONS The 2019 CSA Annual Convention will be held at **The Omni La Costa Resort & Spa (Carlsbad)**. The Association has negotiated a group room rate of \$240.00 for run of house rooms (single/double) between the dates of **March 10-13, 2019**. The resort fee (normally \$30.00 per room, per night) has been waived for our group.

MAKE YOUR RESERVATIONS EARLY!!!! THE DEADLINE FOR HOTEL RESERVATIONS is February 17, 2019 to receive the discounted group rates. All reservations must be guaranteed with a valid credit card. **Attendees must** call the hotel directly at 1-800-THE-OMNI and please mention the CSA Annual Convention to secure the group rates. Or use our group reservations link: <https://www.omnihotels.com/hotels/san-diego-la-costa/meetings/california-seed-assn-annual-2019> located on our CSA website events page. www.calseed.org The group rates established for the meeting will be offered 3 days prior and 3 days after the meeting dates, subject to availability of group rate and run of house rooms at the time the reservation is made.



OMNI LA COSTA RESORT & SPA

2100 Costa Del Mar Road

Carlsbad, CA 92009

(760) 438-9111

www.omnihotels.com/hotels/san-diego-la-costa

OPTIONAL ACTIVITIES

GOLF TOURNAMENT The Champions Course features beautifully manicured fairways and tees, surpassed only by its exceptional greens, which are some of the best in the West. The Champions Course is the only course in California designed by Dick Wilson. Home to the 2012 LPGA Kia Classic, the course has been restored to its original glory and offers new bent grass greens and Bermuda fairways that snake past lurking bunkers. Enjoy the serene setting while meandering through peaceful wetlands over landscaped bridges and rolling hills. The Champions Course is quite simply in a league of its own.



BOCCE BALL TOURNAMENT Throwing balls toward a target is the oldest game known to mankind. The object of the game is for individual or team players to roll a larger ball (bocce) closer to a smaller target ball (pallino) than their opponents. The exceptional democratic spirit of the game of “Bocce” is the basis on which its deeply peaceful character is founded. It is often the beginning of long friendships. Join us on the three courts located on backside of the property at the resort Tuesday afternoon for a memorable tournament! The players will be limited to the first 48 signed up.

WHALE AND DOLPHIN WATCHING TOUR Join in with industry friends for an awe inspiring whale and dolphin watching adventure on Monday afternoon. The trip is 2 hours and are great for families and coworkers. The adventure is for anyone and everyone that loves the ocean and the wildlife you may encounter. You may see Gray Whales, Minke Whales, Humpback , Fin Whale and all 4 species of dolphin. Food and beverages are not included in your ticket price but are available for purchase. The vessel is a 50 foot new, 49 passenger beautifully equipped Catamaran and is perfect for optimal viewing, they will get you up close and personal to marine life minutes away from the harbor.

A TASTE OF CARLSBAD FOOD TOUR An optional tour will be offered on Tuesday afternoon, eat like a local with A Taste of Carlsbad Food Tours: Expect to be on the tour for three hours as you learn about the origins of Carlsbad while you sample unique local favorites from neighborhood restaurants, cafes, and specialty food stores. An expert guide helps you to easily navigate as you discover the diverse history, architecture and culture of downtown Carlsbad Village. Stroll through the main streets of Carlsbad which house a wonderful concentration of museums, restaurants and historic landmarks uniquely mixed with shops and art galleries and vibrant street murals. You'll walk down Grand Ave to Carlsbad Blvd and enjoy the majesty of the Twin Inns and the Carlsbad Mineral Spa historic landmarks. A Taste of Carlsbad food tour visits 8 food tasting locations within the quaint village of Carlsbad. The food samplings on this tour are sure to stimulate your salivary glands, and satisfy your appetite for a satisfying lunch that is chock-full of variety. Each tasting is served from locally-owned and operated specialty food stores and ethnic or locavore-style eateries.

5K RUN/WALK Your chairperson, along with many of the committee members, will be up and running Wednesday morning along the beach! To ensure a good fit on the shirts, please indicate the desired size. With your entry fee you will receive a custom shirt, first & second place awards, post-race refreshments, exercise and a great time!

OTHER IMPORTANT DETAILS

*CONFERENCE DEADLINES

Omni La Costa Resort & Spa room reservation deadline is **February 17th** or until our block fills.
Conference pre-registration deadline for California Seed Association is February 28th.

*CANCELLATIONS

CSA Conference registrations cancelled by February 28th will be refunded in full. There will be no refunds for registrations cancelled after February 28th. The Omni La Costa Resort & Spa room reservation cancellation policy states that any guaranteed reservation not cancelled 72 hours prior to arrival will be subject to one night room and tax cancellation fee.

*SPONSORSHIP INFORMATION

An unlimited number of sponsorship opportunities are available. Please refer to the enclosed sponsorship form.

*QUESTIONS???

Please contact us at **California Seed Association, 1521 I Street, Sacramento, CA 95814** by email (donna@agamsi.com), by phone at (916) 441-2251 or by fax at (916) 446-1063. Updated information will also be available on our website at www.calseed.org

~ In Appreciation to Our Committee Members ~

*President Scott Emanuelli, Top Notch Seed
Carson Seybert, Top Notch Seed*

*Manny Silva III, Santa Maria Seeds
Mike Ruffoni, Santa Maria Seeds*

*Nicole Hostert & Katy Soden, CCIA
Paul Scaroni, White Seed Co.*