



July 24, 2017

**Dear CSA Members:**

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Please find enclosed registration materials for 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. New this year we have added an introductory educational session and encourage you to bring along a new hire from your company. This session will feature a panel of industry experts who will focus on explaining in detail the breeding, production and coating methods involved 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 Plaza Resort and Spa, September 26-27, 2017**. The Monterey Plaza Resort & Spa is located at 400 Cannery Row, Monterey, CA 93940. Please make reservations directly with the hotel by calling **(844) 508-5578** by **5:00 pm on September 5th** and please mention that you are with the California Seed Association to receive the group rate of \$207.00. 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 26th at 11:30 am at the **Black Horse Golf Course**. The tournament will begin with a shotgun start at 12:00 noon and will include lunch. For those of you who do not golf, the Bocce Ball Tournament and lunch will be held on Tuesday afternoon at the same time as the golf fundraiser for the scholarship program. *(flyers for both events are enclosed).*

All committees will meet on Wednesday, September 27th 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,

A handwritten signature in black ink, appearing to read "Manny Silva III".

Manny Silva III  
CSA President