


85th ANNUAL CONVENTION

California  Seed
Association

WAIKOLOA, HAWAII

March 16-19, 2025

calseed.org



Waikoloa Beach Marriott Resort & Spa
69-275 Waikoloa Beach Drive
Waikoloa, HI 96738 | 808-886-6789

CSA 85th Annual Convention Schedule of Events

SUNDAY ~ MARCH 16, 2025

1:00/5:30	Registration/Hospitality	Lobby Area
2:00/4:30	Board of Directors' Meeting	Paniolo III
5:30/6:30	Welcome Reception	Paniolo Terrace

MONDAY ~ MARCH 17, 2025

7:00/5:00	Registration/Hospitality	Lobby Area
8:00/11:00	Individual Committee Meetings:	
	<u>Room 1: Naupaka Rooms 1-3</u>	<u>Room 2: Naupaka Rooms 5-7</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
12:00/4:30	Golf Tournament at the Waikoloa Golf Course with Lunch	Meet at the Course
12:30/3:30	Optional Event Classes: Kuleana Mai Tai Class / Hawaiian Liquid Art (or both)	Meet in Lobby
5:30/6:30	Group Reception	Naupaka Lawn

TUESDAY ~ MARCH 18, 2025

7:00/5:00	Registration/Hospitality	Lobby Area
7:00/8:00	Past Presidents' Breakfast <i>(for past presidents only by invitation)</i>	Naupaka 5
8:00/10:00	General Session with speakers: Karen Withers, AgCultured Consulting Nicole Hostert, California Department of Food and Agriculture <i>(invited to speak)</i> Shawn Brook, Seed World	Naupaka 1-3
10:00/12:00	Spinach Committee Meeting	Naupaka 5-7
12:00/4:30	Bocce Ball Tournament with Lunch	Nalu Lawn
6:00/7:00	Group Reception	Luau Grounds
7:00/9:30	President's Banquet and Hawaiian Entertainment	Luau Grounds

WEDNESDAY ~ MARCH 19, 2025

8:00/10:00	Registration/Hospitality	Lobby Area
8:00/10:00	Group Breakfast & Annual Meeting Speaker: Hawaii Farm Bureau Federation President, Darren Strand President's Address by Greg Cassel, Ag Seeds Unlimited Election of Officers & Directors Scholarship Announcements and Sports Awards Annual Meeting: President's Report / EVP Report Vice President's New Member Report	Naupaka 1-3
10:30/11:30	Board of Directors' Meeting	Naupaka 5

THE CONVENTION Join the California Seed Association for the 85th Annual Convention at the Waikoloa Marriott. Edging the western coast of Hawaii's breathtaking Big Island, Waikoloa Beach Marriott Resort & Spa is a beachfront haven in a stunning travel destination. Find your respite in scenic hotel accommodations with contemporary comforts and signature amenities. Ignite your senses with delectable dining at the hotel restaurants, and be sure to attend the Sunset Luau for music, dancing and classic Big Island fare. Hone your golf game at two championship courses or spend the day lounging on an immaculate white-sand beach. After a full day in Hawaii, refresh your well-being with massage, beauty and wellness therapies at the hotel spa. With three sparkling outdoor pools, a waterslide and covered beachfront location, Waikoloa Beach Marriott Resort & Spa is an island oasis on the lovely Big Island of Hawaii.

WaikoloaMarriott.com / MarriottHawaii.com

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 committee meetings, representatives from the agricultural industry in Hawaii will share valuable insights on the unique challenges and opportunities within the islands' agricultural sector. The presentations will highlight how the industry is contributing to the resilience, growth, and sustainability of Hawaii's agriculture while adapting to the state's distinctive climate, geography, and regulatory environment. Attendees will gain a deeper understanding of the innovative approaches shaping the future of farming in Hawaii.

WELCOME RECEPTION Aloha! Everyone is invited to the Welcome Reception on Sunday evening. This is an opportunity to meet fellow convention attendees in an awe-inspiring venue with views of the ocean while enjoying appetizers and refreshments.

GENERAL SESSION SPEAKERS

Karen Withers, owner of AgCultured Consulting, brings over 20 years of experience in agriculture, international business, sales, export regulations, phytosanitary issues, and trade compliance. Karen will share information on: The Future of Seed Labeling Compliance. She will introduce the new Centralized Seed Labeling Database, a system that consolidates federal and state seed labeling regulations. The database will help seed companies streamline compliance, eliminate outdated manual processes, and save time by offering a single location for labeling requirements across all 50 states. She will also discuss an upcoming Specialty Crop Block Grant expansion, which aims to include more seed types and improve access to critical quality standards.

Shawn Brook of Seed World: Strategic Growth in the Seed Industry: Assessing Strengths and Overcoming Challenges Led by Shawn Brook, this dynamic, hands-on session redefines the traditional SWOT analysis to tackle the evolving challenges and opportunities within the seed industry. Through interactive discussions and collaborative stations, participants will identify key strengths, address weaknesses, explore opportunities, and confront potential threats. This session provides fresh perspectives and actionable insights, equipping attendees with practical strategies to enhance member value and drive meaningful results. Together, we will craft a strategic roadmap that empowers leadership and positions the association for long-term success. Don't miss this opportunity to collaborate, contribute, and help shape the future of the seed industry. Seed World is also offering a prize package to all those who register and/or sponsor this year's convention. (See flyer for more details)

Nicole Hostert, California Department of Food & Agriculture has been invited to speak.

RECEPTION/PRESIDENT'S BANQUET Tuesday evening the group will meet on the lawn to enjoy a light reception with views of the ocean. The President's Banquet will follow with cuisine flavors that are inspired by Hawaiian cuisine. The evening will cap off with fun after-dinner entertainment.

GROUP BREAKFAST / ANNUAL MEETING This year our annual meeting and group breakfast program will be held on Wednesday morning and will include speaker Darren Strand, President of Hawaii Farm Bureau Federation. With a career spanning Hawaiian agriculture, sustainability, and land transition, Darren will share insights into the future of diversified farming, market opportunities, and agricultural innovation in Hawaii. The morning will also feature the scholarship announcements, new member report, sporting event winners and the CSA Annual Meeting, showcasing CSA's activities for the 2024/25 year. We will hear President **Greg Cassel's** report, comments from the CSA incoming President **John Ellis** and the CSA annual report. We will also have the election of our incoming Officers and Board of Directors.

HOTEL INFORMATION & RESERVATIONS The 2025 CSA Annual Convention will be held at **The Waikoloa Beach Marriott Resort & Spa**. The Association has negotiated a group room rate of \$315.00 for run of house rooms (single/double) between the dates of **March 16-20, 2025**. The resort fee is \$20.00 per room, per night, and is optional and includes daily cultural activities, refillable logoed water bottles, pool fitness, beach yoga, rental of tennis and pickle ball rackets/balls, two Waikoloa specialty welcome drinks and enhanced WiFi access. Attendees who would like to upgrade their view category please call hotel at 808-886-6789. The above rates will be made available to group attendees for three days before and after the official dates on a hotel space availability. Attendees will also have access to a 10% discount at Mandara Spa and 20% sunset luau discount - you must mention the convention when reserving.

MAKE YOUR RESERVATIONS EARLY!!!! THE DEADLINE FOR HOTEL RESERVATIONS is February 22, 2025 to receive the discounted group rate of \$315.00. The resort fee has been reduced to \$20.00 per room. All reservations must be guaranteed with a valid credit card. **Attendees** calling the hotel directly at **1-808-886-6789**, please identify yourself as attending the CSA group function to secure the group rates. Or use our group reservations link located on our CSA website events page. www.calseed.org/events



The Waikoloa Beach Marriott Resort & Spa
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Waikoloa, HI 96738-5711
(808) 886-6789
www.WaikoloaMarriott.com / MarriottHawaii.com



OPTIONAL ACTIVITIES

GOLF TOURNAMENT World renowned golf has long been associated with the Kohala Coast, and Waikoloa Beach Resort is no exception. Home of "Hawaii's Premiere 27-Hole Golf Experience," Waikoloa Beach Resort Golf is comprised of the Beach Nine, Lakes Nine, and Kings' Nine, presents a unique opportunity for golfers to design their own golf experience.



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 property at the resort Tuesday afternoon for a memorable tournament! The players will be limited to the first 48 signed up.

OPTIONAL EVENT CLASSES *Mai Tai Class at Kuleana Rum Shack and Hawaii Fluid Art*

Learn to craft the Kuleana Mai Tai in a hands-on "talk story" bar lab. Allow the passionate rum ambassadors to brighten your spirit with the historical tale of this awesome and iconic cocktail. The experience will begin with a guided tasting of four of our award-winning rums; Huihui, Hawaiian Rum Agricole, Nanea & Hōkūlei. Following the tasting, you will be walked through the process of building a 1944 Trader Vic's Mai Tai using Kuleana Rum. Measure, pour, shake and enjoy! Hawaii Fluid Art will introduce you to the magical world of fluid art creation. You'll learn how to mix your paints, the use of additives, and various pouring techniques to create your very own acrylic pour painting. You will come away from the class with a professional looking acrylic poured painting, dried and ready to be displayed. This event will accommodate 20 attendees.

OTHER IMPORTANT DETAILS

*CONVENTION DEADLINES

The Waikoloa Beach Marriott Resort & Spa room reservation deadline is **February 22nd** or until our block fills. Convention pre-registration deadline for California Seed Association is **March 7th**.

*CANCELLATIONS

CSA Convention registrations cancelled by March 7th will be refunded in full. There will be no refunds for registrations cancelled after March 7th. The Waikoloa Beach Marriott Resort & Spa room reservation cancellation policy is 7 days prior to arrival date.

*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/events

Things to Do in Waikoloa

Land Tours & Activities

Take in the beautiful and diverse scenery that the Big Island offers!

Visit Hawaii Volcanoes National Park - Home to one of the most active volcanoes on earth, Kilauea. Enjoy daytime hikes and the flow of the lava lake at night.

Circle Island Tours - See it all in one day with the fully narrated tours with experienced guides. From coffee farms to waterfalls, volcanoes and more!

Watch the Sunset and Stargaze at over 13,000 feet atop Mauna Kea with knowledgeable astronomy guides. Telescopes and parkas provided.

ATV Adventures - Enjoy the rugged terrain of Hawaii's backroads while taking in majestic views.

Ziplining - A Soar above tropical rivers and numerous waterfalls.

Hike & Swim - Enjoy a relaxing hike to island waterfalls and take a swim!

Explore the historic and breathtaking Waipio Valley.

Fore! Play a round on one of the world renown, oceanfront golf courses!

Ocean Tours & Activities

Enjoy the world class ocean activities the Big Island offers!

Manta Ray encounter-only possible a few places on earth, make sure to snorkel with these gentle giants while on the Big Island.

Catamaran or power raft to premier marine sanctuaries to snorkel in the abundant underwater world.

Enjoy year round spinner dolphin encounters and seasonal humpback whale watch cruises.

Learn to surf with professional surf instructors in the calm waters.

Kona is famous for world class sportsfishing, go out and catch the "big one"!

Luau - Enjoy a sumptuous Hawaiian feast. Hear the stories of the Big Island with Polynesian hula dances and an exciting fire knife show!

Air Tours - Tour the famous Kilauea Volcano, lush waterfalls and towering sea cliffs. The ultimate Big Island adventure!

The Resort Concierge at ext. 8101 or 8119 can help you reserve your adventure!
MVCBigIslandConcierge@vacationclub.com ~ 808-886-8101 or 808-886-8119