

California Seed Association

Dear CSA Members and Friends of the Industry:

1521 "I" STREET
SACRAMENTO
CALIFORNIA
9 5 8 1 4
(916) 441-2251
FAX (916) 446-1063
www.calseed.org

BOARD OF DIRECTORS

President

PAUL SCARONI
White Seed Co., Inc.
Oxnard

Vice President

GEORGE GOUGH
Monsanto Company
Woodland

Secretary/Treasurer

MANNY SILVA III
Santa Maria Seeds
Santa Maria

DIRECTORS

Past President

KRAIG KUYKENDALL
Tozer Seeds America
Santa Maria

MATT DICORI

(Chairman, Vegetable Seed)
Keithly-Williams Seeds
Holtville

SCOTT EMANUELLI

(Chairman, Field Seed)
Top Notch Seed, Inc.
Brawley

JOHN NELSON

Sakata Seed America
Morgan Hill

MARY WADSWORTH

J.G. Boswell Company
Corcoran

MAC KEELY

(Associate Member
Representative)
Blue River Technology
Sunnyvale

EXECUTIVE VICE PRESIDENT

CHRIS ZANOBINI
Sacramento

On behalf of the 2016 California Seed Association (CSA) Convention Planning Committee, I would like to invite you to attend the 76th annual CSA Convention, March 21-23, 2016 at The Silverado Resort and Spa in Napa Valley.

Our convention program has been carefully crafted to provide something of interest for everyone. The theme this year is "New Growth on the Vines". The annual golf tournament will be held on Monday at the North Golf Course on property and Bocce Ball will be played on the courts next to the spa at the hotel on Tuesday, as well as the CSA Tennis Tournament which will be played on the adjacent courts. On Monday afternoon there is also an option to attend the Artesa Winery Tour & Tasting.

Plan to register soon so you don't miss out on the group room rates negotiated for our association. Please make your reservations directly with the hotel by February 25th on our personalized website link. (see www.calseed.org/events.html) 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. We have lined up an outstanding speaker: Bruce Scherr from Informa Economics as well as representatives from colleges to discuss the recruitment and internship possibilities. 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 a sponsorship form. Your registration must be received by the CSA office no later than March 14, 2016. 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 Napa Valley.

Sincerely,



Paul Scaroni, White Seed Company
CSA President

California Seed Association

***76TH ANNUAL CONVENTION
MARCH 21-23, 2016***

“NEW GROWTH ON THE VINES”



***THE SILVERADO RESORT & SPA
NAPA, CA***

CSA 76th Annual Convention

Schedule of Events

MONDAY ~ MARCH 21, 2016

7:00/5:00	Registration/Hospitality	Beaulieu
7:30/9:00	Board of Director's Meeting	Luna
9:00/11:00	Individual Committee Meetings:	
	<u>Room 1: Hans Kornell</u>	<u>Room 2: Freemark Abbey</u>
9:00/9:55	Plant Breeders/Biotechnology Committee	Legislative Committee
10:00/10:55	Field Seed /Seed Certification / Turf Seed Committee	Vegetable / Flower Seed / Grower & Shipper Liaison & Plant Health Committee
11:00/11:55	Industry Communications/Youth Activities Committee	
9:00/11:00	Spouse Program: Cheese Making Class with Sheana Davis	Royal Oak
12:00/5:30	Golf Tournament at North Golf Course at Silverado Resort & Spa	Meet at Fairway Deck
1:00/4:00	Artesa Winery Tour & Tasting: Optional Event	Meet in Lobby to Load Van
6:00/7:30	Group Reception	Fairway Deck

TUESDAY ~ MARCH 22, 2016

7:00/8:00	Past Presidents Breakfast <i>(for past presidents only by invitation)</i>	Luna
8:00/5:00	Registration/Hospitality	Beaulieu
8:00/9:00	Spinach Committee	Martini/Trefethen
9:00/11:30	General Session	Silverado Ballroom
	Committee Chair Panel Reports and Group Discussion	
	ASTA Report and Update	
	Keynote Speaker Bruce Scherr, Informa Economics	
12:00/4:30	Bocce Ball Tournament	Check in at 11:45 am at courts
1:00/4:30	Tennis Tournament	Check in at 12:30 pm at courts
6:00/7:00	Group Reception and Industry Auction	Fairway Deck
7:00/9:00	President's Dinner and Entertainment	Silverado Ballroom

WEDNESDAY ~ MARCH 23, 2016

6:30/7:30	5K Run/Walk	Around Property/Meet in front by 6:25 am
8:00/10:00	Registration/Hospitality	Beaulieu
8:00/10:00	Group Breakfast & Annual Meeting	Silverado Ballroom
	President's Address & Welcome	
	Scholarship Announcements and Sports Awards	
	Annual Meeting: President's Report / EVP Report	
	Vice President's New Member Report	
10:30/11:30	Board of Directors' Meeting	Silverado Ballroom





California Seed Association

THE CONVENTION

Join the California Seed Association for the 76th Annual Convention at The Silverado Resort and Spa, a luxury resort in the heart of the world-famous Napa Valley Wine Country! Located just an hour north of San Francisco, it's all tucked away from the city while still being close to the Bay Area action. The elegant styling and picturesque Northern California views makes it one of the most sought after destinations. It's all designed to ensure the perfect Napa Valley Wine Country stay for all.

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 PROGRAM

CSA spouse/guests are welcome to join together for a morning of socializing and cheese making with Sheana Davis. Our expert host breaks down the barriers to cheese making, making it accessible, easy and fun with energetic, hands-on classes that teach participants how to craft a fresh, warm ricotta cheese that is ready to serve and enjoy within 90 minutes. Upon completion, Davis shares various seasonally inspired ways to serve the cheese, using local herbs, jams and produce. All participants leave with their own cheesecloth and ladles to continue the cheese making experience at home.

WELCOME RECEPTION

California Seed Association invites everyone to the welcome reception at the Annual Convention on Monday evening. This is an opportunity to meet fellow convention attendees in an informal setting with appetizers, drinks and music.

GENERAL SESSION

This year the **General Session** will be held on Tuesday morning at 9:00 am. Topics will include updates from **Committee Chairs** and an **ASTA report**. This session will also feature our keynote speaker, **Bruce Scherr with the Informa Economics** the world leader in agricultural and commodity market research, analysis, evaluation and consulting. Informa Economics focuses on supply and demand forecasts and trade flow. Bruce will present an in-depth look at the economic climate for agriculture and food which includes a strategic look at planning and issues for agribusiness for the next five years. He will give us a global overview of demographics and macroeconomics including the emerging and emerged economies and growth prospects.

RECEPTION/GROUP DINNER AND ENTERTAINMENT

Tuesday evening the group will meet on the Fairway Deck to enjoy a light reception, the golf course view and bid at the silent auction on a variety of items. Following the reception, the group will go into the Ballroom for the President's Dinner which will include after-dinner entertainment by The Sol Flamenco Dance Troupe - a combination of flamenco guitar, singing and dancing.

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 2015/16 year. We will hear President **Paul Scaroni's** report, comments from the CSA incoming President **George Gough** and the annual report by Executive Vice President, **Chris Zanobini**. We will also have the election of our incoming Officers and Board of Directors.

HOTEL INFORMATION & RESERVATIONS

The **2016 CSA Annual Convention** will be held at **The Silverado Resort & Spa in Napa Valley**. The Association has negotiated group room rates at \$159.00 for run of house single/double resort guestroom or \$199.00 for a one bedroom suite between the dates of **March 19-23, 2016**. In addition, there will be a resort fee of \$25.00 per room, per night which includes bell gratuities, on-property transportation gratuities, self and valet parking, unlimited personal WIFI access, unlimited local calls, unlimited 800 calls, in-room coffee and tea, tennis on any of 13 courts, golf bag storage, access to the fitness and workout facility, and admittance to any of the more than 30 fitness classes offered weekly.

MAKE YOUR RESERVATIONS EARLY!!!! THE DEADLINE FOR HOTEL RESERVATIONS is February 25, 2016 to receive this discounted group rate.

Book on our personalized website:

<https://aws.passkey.com/g/49805679>

The link is on the CSA Website - on the calendar of events page (<http://www.calseed.org/events.html>) or call the hotel directly at 800-532-0500. Please mention the CSA Annual Convention at The Silverado Resort & Spa to secure the group rates. 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.

THE SILVERADO RESORT & SPA IN NAPA VALLEY

1600 Atlas Peak Road
Napa Valley, CA 94558
(800) 532-0500 / (707) 257-0200
www.silveradoresort.com

OPTIONAL ACTIVITIES

GOLF TOURNAMENT The **North Golf Course** is located in the heart of the Wine Country. Redesigned by PGA Hall of Famer Johnny Miller, this course features dozens of water crossings, elevation changes and routing through historic oak trees. Silverado Resort and Spa's 18-hole par-72 Robert Trent-Jones designed North Course, was renovated in 2011 by Johnny Miller. The picturesque course is a legend in the golf world, sprawling across 360 acres and featuring dozens of water crossings, elevation changes, and routing through oak, pine, and redwood trees.



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

TENNIS TOURNAMENT A blast from the past ~ *the CSA Tennis Tournament is back* ~ Come join us at the courts located next to the spa at the resort, across from the bocce lanes. Face off against competitors of a similar age and ability or test your skills in fun family event. Bring your racquets to the courts on Tuesday afternoon for a fun tournament!

SPOUSE/GUEST PROGRAM: CHEESE MAKING WITH SHEANA DAVIS Our expert host breaks down the barriers to cheese making, making it accessible, easy and fun with energetic, hands-on classes that teach participants how to craft a fresh, warm ricotta cheese that is ready to serve and enjoy within 90 minutes. All ingredients used are readily available in any local grocery and the cooking supplies used reside in most home kitchens. Participants work in a group to create the cheese: they pour the milk, ladle and scoop the curds, and within 60 minutes they have a delicious, fresh ricotta cheese ready to be enjoyed by the group. Upon completion, Davis shares various seasonally inspired ways to serve the cheese, using local herbs, jams and produce. All participants leave with their own cheesecloth and ladles to continue the cheese making experience at home.

ARTESA WINERY TOUR & TASTING EXPERIENCE As the vehicle climbs a winding incline, you will be mystified at what lays in wait. Surrounded by graceful steel statues that emerge from the shimmer of reflecting pools is the stunning structure of Artesa. Built into the very hillsides that surround it, Artesa's enormous picture windows are all that appear at initial glance. Inside, the unmistakable modern museum feel of precise lines, wood floors and floor-to-ceiling glass set the stage for a refined dining experience. Enjoy your private tour with a flute of sparkling wine, followed by a tasting of three Reserve wines, served with imported and domestic cheeses, meat, seasonal fruit, and artisan breads.



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

~ In Appreciation to Our Committee Members ~

President Paul Scaroni, White Seed Co.
Nicole Hostert, CA Crop Improvement Assn
Todd Rehrman, Lockhart Seeds

Lisa Branco, Radicle Seed Co.
Mac Keely, Blue River Technology
Manny Silva III, Santa Maria Seeds

Brian Crummey, Bejo Seeds
Matt Linder, Sakata Seed America
Doug Sumpter, VoloAgri Group Inc.

CONFERENCE DEADLINES

The Silverado Resort & Spa room reservation deadline is **February 25th** or until our block fills. Conference pre-registration deadline for California Seed Association is **March 14th**.

CANCELLATIONS

Conference registrations cancelled by March 14th will be refunded in full. There will be no refunds for registrations cancelled after March 15th. The Silverado Resort & Spa room reservation cancellations must be made directly with the hotel and received 7 days prior to your scheduled arrival to avoid a cancellation penalty.

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**

CALIFORNIA SEED ASSOCIATION
76th ANNUAL CONVENTION
March 21-23, 2016
The Silverado Resort & Spa ~ Napa, CA

REGISTRATION FORM

Your check or credit card information for registration fees must accompany this form in order to pre-register for the convention. Please make check payable to California Seed Association. Registration fees include a \$15 per person contribution to CSA's Political Action Committee which may be deducted from the package price if desired. The CSA office must be notified of any cancellations by March 14th to qualify for a full refund.

REGISTRATION NAME(S)

COMPANY NAME & ADDRESS

 _____ Zip _____

 Phone _____ Fax _____

REGISTRATION FEES (indicate # attending)

 Email _____

_____ Industry Representatives @ \$425/person \$ _____

_____ Spouse Registration @ \$325/person \$ _____

_____ Non Member Representatives @ \$525/person \$ _____

_____ Non Member Spouse @ \$375/person \$ _____

(Registration fees include all meeting materials, speakers, breaks, two receptions, dinner, and breakfast for each attendee)

_____ Golf Tournament @ \$140/person (includes lunch)

Player Name: _____ Handicap _____

Player Name: _____ Handicap _____ \$ _____

_____ Bocce Ball Tournament Player @ \$100/person (limit to 48 players / includes lunch & refreshments) \$ _____
 Names: _____

_____ Lunch/Refresh Option Only at Bocce Ball @ \$50/person (lunch, refreshments & observe only) \$ _____
 Names: _____

_____ Tennis Tournament @ \$75/person (includes lunch) \$ _____
 Names: _____

_____ Artesa Wine Tour & Tasting @ \$95/person \$ _____
 Names: _____

_____ 5K Run/Walk @ \$40/person \$ _____
 (price includes silk screen tee shirt; prizes - see flyer for details)
 Names: _____ (Size: S M L XL XXL)

PAYMENT METHOD:

TOTAL AMOUNT \$ _____

- ☐ Send Invoice _____
☐ Check payable to "CSA" _____

☐ Credit Card: _____ Visa _____ Mastercard _____ Amex
 Card No. _____ Exp. _____
 Verify # _____ Signature: _____
 Zip Code: _____

Return this form with payment choice to: California Seed Association 1521 I Street, Sacramento, CA 95814 (916) 441-2251
 Fax: (916) 446-1063 or email: donna@agamsi.com ~ Deadline for Receipt of Advance Registration is March 14, 2016

Contributions or gifts to the California Seed Association or the Political Action Committee are not deductible as charitable contributions for federal income tax purposes, check with your tax consultant for more details.

**California Seed Association ~ Annual Convention
March 21-23, 2016 ~ The Silverado Resort & Spa, Napa Valley**

SPONSORSHIP INFORMATION

In grateful recognition of your partnership with CSA we are delighted to offer the following:

PLATINUM Level Package

\$5,000

- Complimentary Registration for Two (can be two industry representatives or one ind. rep and one spouse/guest)
- Full page advertisement in on-site program.
- Company logo recognition in the program and the sponsor power point.
- Named as sponsor at all events and included as part of the sponsor power point.
- Sponsor ribbons for company staff.
- Dedicated premium signage at the convention.
- Company Ad/Logo in the emailed newsletter, "Seed Shorts" for one month after the convention.
- Logo/Ad featured on CSA's Facebook Page.
- Complimentary Membership Roster Advertisement.

GOLD Level Package

\$2,500

- Your Choice of Sports Activities for Two (2) (select two: golf / bocce / tennis / 5K run/walk)
- Company logo recognition in the on-site program and the sponsor power point.
- Named as sponsor at all sporting events.
- Sponsor ribbons for company staff.
- Premium signage at the convention and included as part of the sponsor power point.
- Company Ad/Logo in the emailed newsletter, "Seed Shorts" after the convention.
- Listed as Sponsor of the Week on CSA's Facebook Page.
- Complimentary Membership Roster Advertisement.

SILVER Level Package

\$1,000

- Your Choice of One Optional Event/Recreational Event
- Named as sponsor at all sporting events.
- Sponsor ribbons for company staff.
- Signage at the convention and included as part of the sponsor power point.
- Company Ad/Logo in the emailed newsletter, "Seed Shorts" after the convention.

BRONZE Level Package

\$500

- Named as sponsor at 3 sporting events of your choice.
- Sponsor ribbons for company staff.
- Signage at the convention and included as part of the sponsor power point.
- Company Ad/Logo in the emailed newsletter, "Seed Shorts" after the convention.

Other Sponsorship Opportunities (company recognition will be given at each individual event)

Golf Tournament

❖ Hole Sponsor @ \$150.00 ea.

Bocce Ball Tournament

❖ Sponsor @ \$150.00 ea.

5K Run/Walk

❖ Sponsor @ \$150.00 ea

Auction

❖ Item @ \$250.00 ea.

Tennis Tournament

❖ Sponsor @ \$150.00 ea.

Past President's Breakfast

❖ Sponsor @ \$500.00

Keynote Speaker

❖ Sponsor @ \$2,500.00

Display Table

❖ @ \$500.00 (manned)

❖ @ \$250.00 (unmanned)

TO SIGN UP AS A SPONSOR, PLEASE COMPLETE THE FORM ON REVERSE SIDE WITH YOUR CHOICES AND RETURN TO CSA

**California Seed Association ~ Annual Convention
March 21-23, 2016 ~ The Silverado Resort & Spa, Napa Valley**

SPONSORSHIP OPPORTUNITIES

Thank you for your generosity and support of the CSA Annual Convention!

- ☐ **PLATINUM Level Package @ \$5,000.00**
- ☐ **GOLD Level Package @ \$2,500.00**
- ☐ **SILVER Level Package @ \$1,000.00**
- ☐ **BRONZE Level Package @ \$500.00**

Other Sponsorship Opportunities (company recognition will be given at each individual event)

Golf Tournament

☐ Hole Sponsor @ \$150.00 ea.

Bocce Ball Tournament

☐ Sponsor @ \$150.00 ea.

5K Run/Walk

☐ Sponsor @ \$150.00 ea

Auction

☐ Item @ \$250.00 ea.

Tennis Tournament

☐ Sponsor @ \$150.00 ea.

Past President's Breakfast

☐ Sponsor @ \$500.00

Keynote Speaker

☐ Sponsor @ \$2,500.00

Display Table

☐ @ \$500.00 (*manned*)

☐ @ \$250.00 (*unmanned*)

Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

PAYMENT METHOD:

☐ Check payable to "CSA" _____ ☐ Send Invoice _____

☐ Credit Card: ____ Visa ____ Mastercard ____ Amex

Card No. _____ Exp: _____

Verify # _____ Signature: _____

Zip Code: _____ ☐ Email Copy of Receipt: _____

**Please return to the CSA office: 1521 "I" Street, Sacramento, CA 95814
Phone: (916) 441-2251 * Fax: (916) 446-1063 * Email: donna@agamsi.com**

CSA 5K Run/Walk

What better way to start your day than to get up and run along the golf course and vineyards of Napa Valley? The committee has put together another fun run/walk in Napa Valley. There will be prizes and lots of fun! Every participant receives a silk screen T-Shirt (advance registration will assure you of a shirt in the correct size).



WHEN: Wednesday, March 23rd - 6:30 am

WHERE: Outside the Hotel
(check at registration for location)

WHY: To Get In Shape and Have A Blast!

ENTRY FEE: \$40.00 per participant

*** Prizes will be awarded in many categories!

ENTRY FORM:
CSA 5K RUN/WALK!

NAME _____

FIRM _____

ADDRESS _____

EMAIL _____

Shirt Size (circle) S M L XL XXL

WAIVER OF LIABILITY (must be signed):

In consideration of the acceptance of this entry to the CSA Run/Walk, I waive claims for myself, my heirs, and assigns against the race sponsor or promoters for injury or illness which may result from my participation. I further state I am in proper physical condition to compete in this race, and am an amateur runner.

Signature

ENTRY FEE PAYABLE WITH OTHER MEETING REGISTRATION
(Signed Waiver Form Must Accompany Registration Form - Return to CSA)

CSA Auction Donation Form

The California Seed Association is asking for your support through the donation of items and/or services to be auctioned at the Annual Convention. All proceeds from the auction will go to support CSA and our efforts to promote and protect the seed industry in California. This is a great way to show your support for CSA. The Auction will be held during the reception on **Tuesday, March 22nd** before the President's Dinner.

Please fax or email completed form to:

Donna Boggs at donna@agamsi.com phone: (916) 441-2251, fax: (916) 446-1063

Item Description: _____

Value of Item: _____

____ Need to be picked up ✓ please call me ____ Will mail to the CSA office

____ Items Can Be Shown on Pictures and Mailed Later to Winner!

Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Please send a photo and/or a description of the donated item and
your company logo (if applicable) to donna@agamsi.com

CSA Auction Ideas



Adventure Excursions



Equipment, Tools



Logo'd Merchandise



Wine



Event Tickets



Golf Outings



Gift Cards



Hotel Gift Certificate