

California Seed Association

77TH ANNUAL CONVENTION

*INNOVATION MOVING THE INDUSTRY
FORWARD TO SUSTAIN PROGRESS*



THE CORONADO ISLAND MARRIOTT RESORT AND SPA
MARCH 5-8, 2017

CSA 77th Annual Convention

Schedule of Events

SUNDAY ~ MARCH 5, 2017

4:00/6:00 Registration/Hospitality Group Registration Desk

MONDAY ~ MARCH 6, 2017

7:00/5:00 Registration/Hospitality Group Registration Desk

7:30/9:00 Board of Directors' Meeting Board Room

9:00/11:00 Individual Committee Meetings:

Room 1: Ballroom Salons AB

Room 2: Ballroom Salon D

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

12:00/5:30 Golf Tournament at the Coronado Golf Course with Lunch

Meet at the Course

1:00/4:30 San Diego Brewery Tour Optional Event

Meet in Lobby to Load Van

5:30/7:00 Group Reception

Patio & Poolside

7:30/10:00 Ghost & Gravestones Old Town Trolley Frightseeing Tour Optional Event Meet in Lobby to Load Van

TUESDAY ~ MARCH 7, 2017

7:00/7:45 Past Presidents Breakfast *(for past presidents only by invitation)* Board Room

7:00/5:00 Registration/Hospitality Group Registration Desk

7:45/9:15 Spinach Committee Meeting Ballroom Salons AB

9:15/11:30 General Session Ballroom Salons CD

Committee Chair Panel Reports and Group Discussion

ASTA Report and Update

Keynote Speaker's Panel: Innovation & New Technology in California Agriculture -
A Key to Our Future Success

12:00/4:30 Bocce Ball Tournament with Lunch Check in at 11:45 am on Bayview Lawns

1:00/4:30 San Diego Brewery Tour Optional Event Meet in Lobby to Load Van

6:00/7:00 Group Reception and Industry Auction Skyline Terrace

7:00/9:00 President's Dinner and Entertainment Ballroom Salons ABC

WEDNESDAY ~ MARCH 8, 2017

6:30/7:30 5K Run/Walk Around Property/Meet in back by 6:25 am

8:00/10:00 Registration/Hospitality Group Registration Desk

8:00/10:00 Group Breakfast & Annual Meeting Ballroom Salons ABCD

President's Address & Welcome

Election of Officers & Directors

Scholarship Announcements and Sports Awards

Annual Meeting: President's Report / EVP Report

Vice President's New Member Report

CSA Video Projects Including A Day In The Life Of A Seed Person And Student Success Stories

10:30/11:30 Board of Directors' Meeting Coronado 2 and 3

California Seed Association



THE CONVENTION

Join the California Seed Association for the 77th Annual Convention at The Coronado Island Marriott Resort & Spa. Coronado Island Marriott Resort & Spa provides a comfortable atmosphere for relaxation and renewal with a variety of luxurious on-site features. Explore the tranquil beach community by renting a bike or taking a day trip into San Diego to see the famous zoo or take a trip to the USS Midway Aircraft Museum. Attendees will enjoy the convenience of beautiful sandy beaches, shopping and fine dining at the Ferry Landing on Coronado.

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.

WELCOME RECEPTION

California Seed Association invites everyone to the welcome reception 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 the **Keynote Speaker's Panel – Innovation & New Technology in California Agriculture. A Key to Our Future Success**. Whether you're able to keep up or not, new technologies are being rapidly deployed throughout our personal and business lives. Learn how new varieties of crop species are being developed for integration into California agricultures' evolution towards mechanized harvest and other innovative processing techniques, helping keep growers and shippers competitive in a problematic labor supply environment and ever changing marketplace. *Invited Panelists are from the UC Davis Agricultural Engineering Department, Taylor Farms and other large companies, as well as, Western Growers Association Center for Innovation and Technology.*



RECEPTION/GROUP DINNER AND ENTERTAINMENT

Tuesday evening the group will meet on the Skyline Terrace to enjoy a light reception, the bay view and the silent auction. The President's Dinner will follow the reception, which will include top-notch 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 the scholarship announcements, new member report, sporting event winners and the CSA Annual Meeting, showcasing CSA's activities for the 2016/17 year. We will hear President **George Gough's** report, comments from the CSA incoming President **Manny Silva III** and the annual report by Executive Vice President, **Chris Zanobini**. We will also have the election of our incoming Officers and Board of Directors.

The breakfast program will feature new projects from the Industry Communication and Youth Activities Committee. Come and watch the recently filmed CSA video, A Day in the Life of the California Seed Industry which showcases the experience of a college student shadowing a successful employee in the industry. Video testimonials from past seed tour attendees who went on to launch a career in the industry will also be shown. We will also discuss future projects that are advancing CSA's goals of increasing the awareness of the many jobs and career opportunities in the California Seed Industry.

HOTEL INFORMATION & RESERVATIONS

The 2017 CSA Annual Convention will be held at **Coronado Island Marriott Resort & Spa**. The Association has negotiated group room rates at \$210.00 for standard single/double resort guestrooms or \$230.00 for a bayview room between the dates of **March 5-8, 2017**. In addition, there will be a discounted resort fee of \$12.50 per room, per night which includes internet access, in-room bottled water, resort equipment rentals and access to fitness center and daily fitness classes.

MAKE YOUR RESERVATIONS EARLY!!!! THE DEADLINE FOR HOTEL RESERVATIONS is February 11, 2017 to receive the discounted group rate of \$210.00.

Our personalized link to reservations can be found on CSA Website. 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 800-228-9290 or 619-435-3000. Please mention the CSA Annual Convention at Coronado Island Marriott 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.

CORONADO ISLAND MARRIOTT RESORT & SPA

2000 Second Street
Coronado, CA 92118
(800) 228-9290 / (619) 435-3000
www.marriott.com/SANCI

OPTIONAL ACTIVITIES

GOLF TOURNAMENT The Coronado Golf Course is nestled in the serene, upscale island beach community of Coronado, just minutes from bustling downtown San Diego. The course is considered by many as one of the premier municipal golf courses in the country and was rated Four Stars by Golf Digest "Best Places to Play", 10 out of 10 by the San Diego Union-Tribune, and Best Value in Southern California by GREENSKEEPER.org for 2015. The course has four holes situated along beautiful Glorietta Bay, views of the famous Hotel Del Coronado, Coronado Bay Bridge and the San Diego Skyline.



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.



OPTIONAL TOURS:

Brewery Tours of San Diego Join in with industry friends as you tour a select group of San Diego's famous craft breweries, like Karl Strauss Brewing Company and Mission Brewery. The price includes round-trip transportation from the hotel, knowledgeable and engaging BREWERY TOURS of SAN DIEGO host services, guided tour at one brewery (upon request and availability), beer tasting's at each brewery, bottled water and a souvenir glass.

Ghosts & Gravstones Old Town Trolley Tour in San Diego Join in on a spirited & entertaining tour built on stories of history, mystery and legends of San Diego's past & DARKER SIDE!" Dying to Take a Ride on the Dark Side? Travel back in time with us and learn of the spirits of the notorious wild characters like Gunslingers, Gamblers and Ladies of the Night who lived and died in San Diego. It is possible that their spirits live on in the dark recesses of our historic buildings and neighborhoods.

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!

CONFERENCE DEADLINES

Coronado room reservation deadline is **February 11th** or until our block fills.
Conference pre-registration deadline for California Seed Association is February 26th.

CANCELLATIONS

Conference registrations cancelled by February 26th will be refunded in full. There will be no refunds for registrations cancelled after February 26th. The Coronado Island Marriott Resort & Spa room reservation cancellations must be made directly with the hotel and received 72 hours 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.

~ In Appreciation to Our Committee Members ~

*President George Gough, Monsanto
Susan DiTomaso, Seed Biotechnology Center
Kraig Kuykendall, Tozer Seeds
Paul Scaroni, White Seed Co.*

*Lisa Branco, Radicle Seed Co.
Nicole Hostert, CA Crop Improvement Assn.
Matt Linder, Sakata Seed America
Manny Silva III, Santa Maria Seeds*

*Brian Crummey, Bejo Seeds
Mac Keely, Blue River Technology
Todd Rehrman, Lockhart Seeds
Doug Sumpter, VoloAgri Group*