

Dear CSA Members and Friends of the Industry:

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On behalf of the 2017 California Seed Association (CSA) Convention Planning Committee, I would like to invite you to attend the 77<sup>th</sup> annual CSA Convention, March 5-8, 2017 at The Coronado Island Marriott Resort & Spa.

Our convention program has been carefully crafted to provide something of interest for everyone. The theme this year is "Innovation Moving The Industry Forward to Sustain Progress". The annual golf tournament will be held on Monday at the Coronado Golf Course and Bocce Ball will be played at the hotel on Tuesday. There will also be options to attend a San Diego brewery tour experience as well as an evening ghost frightseeing tour.

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 11<sup>th</sup> on our personalized website link. (see [www.calseed.org/events.html](http://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 panel of speakers to discuss Innovation Moving The Industry Forward to Sustain Progress. They will specifically be addressing mechanical harvesting and new innovations. 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 February 26, 2017. 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 San Diego.

Sincerely,



George Gough, Monsanto Company  
CSA President