

California Seed Association

Dear CSA Members and Friends of the Industry:

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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