

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.silveradorort.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**