



California Seed Association ANNUAL CONVENTION

April 19-23, 2006

**Sheraton Hotel
Kaanapali, Maui**

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66th ANNUAL CONVENTION CALIFORNIA SEED ASSOCIATION



SHERATON MAUI RESORT, KAANAPALI BEACH

APRIL 19-23, 2006

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CSA COMMITTEE MEETINGS

All members are encouraged to attend the various committee meetings which will be held throughout the convention. The Industry Communication Committee is scheduled for Thursday. The Seed Dealers, Plant Breeders & Biotechnology, and the Vegetable/Grower & Shipper Liaison Committees will meet on Friday. The Youth Activities, Legislative and the Field Seed/Seed Certification Committees will have their meetings on Saturday. This is the first step in CSA's policy development process. Attendees are encouraged to participate and input is welcomed.

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CSA PAC RECEPTION

Everyone is invited to join the hosted reception on Wednesday, April 19th for an evening of fellowship and fun to kick-off this year's convention. Proceeds from the reception will go to the CSA Political Action Committee.

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PAST PRESIDENT'S BREAKFAST

All CSA Past Presidents are invited to get together for breakfast to renew friendships and exchange insightful experiences related to the seed industry. Past Presidents will be discussing the operations of CSA on Friday, April 21st at 7:00 am.

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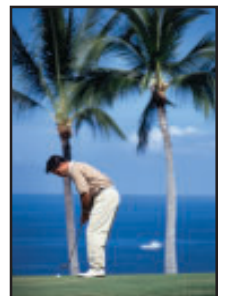
GENERAL SESSION

This year the **General Session** will be held on Friday morning at 8:00 am and will include the scholarship announcements, new member report, ASTA report and **Keynote Speaker, Dr. Jay Lehr**. Dr. Lehr makes people feel good about North American Agriculture. He is a powerful, entertaining speaker who combines a deep understanding of science, policy and economics in describing the impact of advancing technologies on the local, regional, national, and global economy. He combines 5 decades of expertise and experience in Agricultural Economics, Agronomy, Environmental Science and Business Administration with the most contagious enthusiasm for the future of the American Farm and Ranch. He never fails to lift the spirits of the men and women working in every facet of agri-business today. His precise knowledge of U.S. Farm Legislation as well as every international farm support program and the direction they are moving allows him to confidently predict a bright future for American Farm Exports.

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GOLF TOURNAMENT

Golf Chairman Melvin Aoki has planned a wonderful tournament at Kaanapali Golf Course. The Resort South Course was originally created as an executive course and was later redesigned by architect Arthur Jack Snyder in 1976. At 6,600 yards, the Par 71 course is a more forgiving golf course with subtle, undulating greens that accomodates all levels of play. The land which Kaanapali Golf Courses was founded, originally housed a sugar cane plantation. Players will see the Sugar Cane Train steam past several holes on the course (now used for tours) and are reminded of Hawaii's rich culture and history. Along many holes on the Resort course lie natural canals, gulches and lava rock boundaries. The course is landscaped with native flowers along the trails like the hibiscus, bougainvillea and plumeria, as well as the Norfolk Pines and coconut trees that border many fairways. These features are part of what makes the course most enjoyable. The tournament will be a modified shot-gun beginning at 1:00 sharp on Thursday!



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THE SPECTACULAR ULALENA SHOW

Maui Theatre Presents 'Ulalena, a theatrical experience as impressive as the story. It employs the talents of some of Hawaii's most distinguished musicians and performers, combining live traditional Hawaiian music with 8-channel surround sound. Every seat maintains a sense of intimacy and interaction with the performance. Traditional Butoh theatre is blended with acrobatic feats of strength and beauty. Hula is combined with modern dance. Rich costumes, lighting and stage design are woven together into a filagree of fantastic images drawn from Hawaiian legend and history, pulling the viewer out of time and into a place of wonder, experiencing with awe the spirit-filled landscape of the imagination of the ancient Hawaiian story tellers. 'Ulalena explores relationships between people, nature and mythology. The use of metaphors integrates Hawaiian chants and dances, original music and choreography, lighting and projections to support the talents of unique performers. 'Ulalena is a journey where the moment to moment excitement of self-discovery is the destination. This optional event gives attendees an opportunity to experience a unique island experience amongst friends.



DEEP SEA FISHING

Interested folks can grab a reel and catch the big one! Six-hour private deep sea fishing charter on the waters off Maui. Sport fish include Mahi (Dorado), Ahi (Yellow Fin Tuna) and Marlin. The boats will depart the hotel bright and early - 5:15 am on Thursday, April 20th and return at 12:00 noon. Tour includes chartered boat, coordination and advance staffing, captain and crew gratuities, cooler with ice, all fishing rods, reels and bait and harbor fee.



AGRICULTURAL TOUR

Join us Friday afternoon as we tour Monsanto's Kihei Foundation Seed Breeding Facility and the Hawaii Cane & Sugar Plant. This tour will have two stops; first we will tour one of Monsanto's farm stations on Maui. This agricultural research station play an important role in developing new varieties of seed crops that help to reduce pesticide use, preserve our environment, help farmers around the world succeed, fight insects and diseases, and improve the nutritional quality of our foods. Next stop, the Hawaii Cane & Sugar Plantation. Hawaii's is the largest producer of raw sugar. Come and tour how they grow sugarcane on the Maui plantation and process the cane in two historic mills.

WEST MAUI SNORKEL EXCURSION

Four hours on the water as you explore the Westside of Maui in clear and unspoiled water. Watch for whales and sea turtles! This catamaran trip will leave the hotel at 1:30 pm Saturday afternoon and will include captain and crew, snorkel gear and instruction, crew gratuity and harbor fees. The tour will return to the hotel at 5:30 pm. Wear swimsuit & light cover-up, bring towels, sunscreen and a camera!!

5K RUN/WALK

Your chairman, Jerry Vosti, along with many of the committee members, will be up and running Saturday morning! Entry forms are enclosed for your convenience. 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!

SPOUSE/GUEST PROGRAM

The spouse program will begin with breakfast on Thursday and then on with the program featuring local artisans and crafters who will be on hand to make Lahala jewelry & baskets, traditional Hawaiian quilting and stationary crafts. Ladies will experience hands-on crafts. Kids are welcome and encourage to join in the crafts & fun.

ANNUAL MEETING

On Saturday, the Group Luncheon will include the Annual Meeting, showcasing CSA's activities for the 2005/2006 year. We will hear President **Rick Falconer's report**, comments from the CSA Incoming President **Jim Wadsworth**, and the annual report by Executive Vice President, **Rich Matteis**. We will also have the election of our incoming Officers and Board of Directors. There will be an industry speaker - **Mary Ann Warmerdam, Director for the CA Department of Pesticide Regulation**. Monitoring and regulating the use of pesticides throughout the state is an important responsibility and under the leadership of Mary Ann, the team at the Department of Pesticide Regulation continues to maintain California's high standards of protection for both the environment and human health."

Before joining DPR, Mary Ann Warmerdam served as manager of state governmental relations for the Pacific Gas and Electric Co. Prior to that, she served as the director of governmental affairs for the Regional Council of Rural Counties in 2003 and was general manager of the Yolo County Flood Control and Water Conservation District from 2001 to 2002. Warmerdam was previously administrative director and director of the governmental affairs division for the California Farm Bureau Federation, where she served in several capacities from 1981 to 2001. She is a member of the board directors for the California Agricultural Leadership Foundation and the Cache Creek Conservancy and is also a member of the Yolo County Historical Advisory Committee and the Woodland Opera House Guild.

ALOHA LUAU

Experience a luau in paradise at one of the most beautiful spots on the island. CSA members will enjoy an evening which shares the music, dance and history of the islands right here at the Sheraton Hotel. We will have world renowned Polynesian entertainment to compliment the luau festivities and the delicious luau buffet. Come prepared to be entertained by the best in Hawaiian & Polynesian song and dance. Enjoy the wonderful Saturday evening finale to our 66th Annual CSA Convention. Mahalo!!



**SHERATON MAUI RESORT
KAANAPALI BEACH: Information /
Room Reservations**

The CSA convention will be held at **The Sheraton Maui Resort, Kaanapali Beach** located in Maui, Hawaii. The Association has negotiated a group room rate of \$195.00 run of house, single/double (\$235.00 ocean view available) per night between the convention dates of **April 19-23, 2006**. Reservations must be made by the deadline of **March 21, 2006** to receive this discount group rate. **You must call the hotel directly at 1 (808) 921-4645.**

Just three miles from the bustling town of Lahaina, the Sheraton Maui Resort rests amidst world-class shopping and dining venues. All of our 510 rooms and suites reflect the old world charms of Hawaii and your very own private lanai offers unequivocal vistas of the outdoors. From the moment of arrival, the promise of this legendary location is clear.

**Sheraton Maui Resort
2605 Kaanapali Parkway
Lahaina, Hawaii 96761
Phone: (808) 921-4645
www.sheraton.com/maui**



CANCELLATION POLICY

The **CSA policy on refunds** is: full refunds will be given with 11 days notice; 50% refund will be given within 10 days notice and there will be no refunds within 72 hours of the start of the convention.

Schedule of Events

Wednesday, April 19th

4:00/5:30 Registration/Hospitality
6:30/8:30 PAC Reception

Thursday, April 20th

5:15/12:00 Deep Sea Fishing Trip
9:00/5:00 Registration/Hospitality
9:00/11:00 Board of Director's Meeting
9:00/11:30 Spouse Program: Breakfast and Program "Local Hawaiian Artisans/Hands-on Crafts"
11:00/12:00 Industry Communication Committee
12:30/5:30 Golf Tournament at Kaanapali Golf Club
6:00/7:00 Associate's Cocktail Reception

Friday, April 21st

7:00/8:00 Past President's Breakfast
8:00/5:00 Registration/Hospitality
8:00/9:10 General Session: Keynote Speaker, Dr. Jay Lehr
9:20/9:55 Seed Dealers Committee
10:00/11:00 Plant Breeders & Biotechnology Cmt.
11:10/12:10 Vegetable/Grower & Shipper Liaison Cmt.
12:30/4:30 Monsanto / Cane & Sugar Facility Tours
5:30/8:30 Ulalena Show

Saturday, April 22nd

6:30/7:30 5K Run/Walk
8:00/5:00 Registration/Hospitality
8:00/9:00 Youth Activities/Public Relations Committee
9:10/10:10 Field Seed/Seed Cert. Committee
10:20/11:20 Legislative Committee
11:30/1:00 Group Luncheon w/ Annual Meeting & Industry Speaker: Mary Ann Warmerdam, CA Dept. Pesticide Regulations
1:00/1:30 Committee Vice Chair Orientation
1:30/5:30 Snorkeling Trip
6:00/10:00 Group Luau Dinner & Hawaiian Entertainment

Sunday, April 23rd

9:00/11:00 Board of Director's Meeting

2006 CSA CONVENTION COMMITTEE

*Rick & Michelle Falconer, American Takii Inc.: President & First Lady
Curtis & Janet Vaughan, Seed Dynamics: Convention Chaircouple
Melvin Aoki, Alf Christianson Seed Co.: Golf Chairman
Jerry Vosti, Incotec: 5K Run/Walk Chairman*





Sheraton Maui Resort

2605 Kaanapali Parkway
Lahaina, Hawaii 96761
Phone: (808) 921-4645
www.sheraton.com/maui



Staying at one of Starwood Maui's three amazing and unique properties gives you more vacation value and experiences than you will find anywhere else on Maui. With the "Stay at One, Play at All" program, when you stay at The Westin Maui, Sheraton Maui Resort, and Westin Kaanapali Ocean Resort Villas, you enjoy the sights and culinary delights of all three Starwood Maui hotels.

You will enjoy:

- Discount Dining certificates for select restaurants at all three resorts.
- Kids under 12 eat free program
- Complimentary shuttle service within Kaanapali resort area.
- Signing privileges at all three properties' restaurants & bars
- Resort rate on Kaanapali Golf Courses
- Signing privileges at "Spa Helani" - A Westin Spa located at The Westin Maui Resort & Spa.

*PLEASE NOTE: Pool privileges are no longer offered.

*Kids eat free breakfast, lunch & dinner only at select restaurants, guests can sign meals back to their hotel room.

*All privileges subject to change.

The Westin Maui is paradise nestled on 12 oceanfront acres of world-famous Kaanapali Beach. A full health club and spa and fantastic dining venues makes The Westin Maui the place "Where Heaven and Aloha Meet."

Privately nestled at historic Black Rock, Sheraton Maui Resort's 23 oceanfront acres flow gracefully from the crest of Puu Kekaa to the shores of Kaanapali Beach. Enjoy the rich flavors of Hawaii at Kekaa Terrace and Teppan-yaki Dan.

Set along a pristine expanse of Kaanapali's North Beach (ranked #1 on "America's Best Beaches" list for 2003), The Westin Kaanapali Ocean Resort Villas is an uncommonly luxurious vacation ownership opportunity, offering unique residences that embrace both Westin's standard of quality and Maui's most spectacular oceanfront vistas.



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REGISTRATION FORM

Your check for registration fees must accompany this form in order to pre-register for the convention. Please make checks 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.

NOTE: The CSA office must be notified of any cancellations by April 7, 2006, in order to receive a full refund.

REGISTRANTS NAME(S)

COMPANY NAME & ADDRESS

 _____ Zip _____

REGISTRATION FEES (indicate # attending)

Phone _____ Fax _____

_____ **Industry Representatives @ \$375/person** \$ _____

_____ **Spouses Registration @ \$275/person** \$ _____

_____ **Non Member Representatives @ \$485/person** \$ _____

_____ **Non Member Spouses @ \$335/person** \$ _____

_____ **Golf Tournament @ \$125/person**
 Players _____ Handi- _____
 Names: _____ Caps _____ \$ _____

_____ **Ulalena Show @ \$69/person** \$ _____
 Names _____

_____ **World Class Deep Sea Fishing Trip @ \$199/person** \$ _____
 Names _____

_____ **Monsanto and Cane & Sugar Facility Tours @ \$25/person** \$ _____
 Names _____

_____ **The Snorkeling Tour @ \$65/person** \$ _____
 Names _____

_____ **5K Run/Walk @ \$20/person** \$ _____
 (price includes silk screen tee shirt; see flyer for details)
 Names: _____ (Size: L XL XXL)

Return this form with your check to:
California Seed Association
1521 I Street
Sacramento CA 95814

Phone: (916) 441-2251 dboggs@cgfa.org
FAX: (916) 446-1063 www.calseed.org

TOTAL AMOUNT \$ _____

Contributions or gifts to the California Seed Association or the Pacific Agribusiness Council Political Action Committee are not deductible as charitable contributions for federal income tax purposes.

DEADLINE FOR RECEIPT OF ADVANCE REGISTRATION - April 7, 2006