



California  Seed
Association

84th Annual CONVENTION

March 17-20, 2024

Loews Coronado Bay Resort
Coronado, CA

CSA 84th Annual Convention

Schedule of Events

SUNDAY ~ MARCH 17, 2024

2:00/5:30	Registration/Hospitality	Constellation Foyer
3:00/5:00	Board of Directors' Meeting	Sunset Room
5:30/6:30	Welcome Reception	Nectar Garden

MONDAY ~ MARCH 18, 2024

7:00/5:00	Registration/Hospitality	Constellation Foyer
7:00/7:45	Next Gen Breakfast <i>(by invitation only)</i>	Sunset Room
8:00/11:00	Individual Committee Meetings:	
	<u>Room 1: Constellation A</u>	<u>Room 2: Constellation B</u>
8:00/9:00	Plant Breeders/Biotechnology Committee	Legislative Committee
9:15/10:15	Field Seed /Seed Certification / Turf Seed Committee	Vegetable / Flower Seed / Grower & Shipper
10:15/11:15	Industry Communications/Youth Activities Committee	Liaison & Plant Health Committee
12:30/5:30	Golf Tournament at the Coronado Golf Course with Lunch	Meet at the Course
12:30/4:00	Guided Tequila Tasting in Open Air Swiss Army Truck Optional Event <i>(limited to 24)</i>	Meet in lobby to board vehicles
6:00/7:00	Group Reception	Bay Terrace

TUESDAY ~ MARCH 19, 2024

7:00/5:00	Registration/Hospitality	Constellation Foyer
7:00/7:45	Past Presidents Breakfast <i>(for past presidents only by invitation)</i>	Sunset Room
7:30/9:15	Spinach Committee Meeting	Britannia/Cambria
9:15/11:30	General Session	Constellation Ballroom
	Committee Chair Panel Reports and Group Discussion	
	Speaker: Paul Crout, Helena Agri-Enterprises and Current Chairman of CAPCA, Sustainable Pest Management	
11:45/4:30	Bocce Ball Tournament with Lunch	On-Site
6:00/7:00	Group Reception	Marina Terrace
7:00/9:30	President's Banquet and Entertainment	Marina Terrace

WEDNESDAY ~ MARCH 20, 2024

8:00/10:00	Registration/Hospitality	Britannia/Cambria Foyer
8:00/10:00	Group Breakfast & Annual Meeting	Britannia/Cambria
	Speaker: Martha Malapi, Ph.D., Director, Seed Health and Trade, ASTA	
	President's Address by Grant Baglietto, Baglietto Seeds	
	Election of Officers & Directors	
	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	Sunset Room

THE CONVENTION Join the California Seed Association for the 84th Annual Convention at the Loews Coronado Bay Resort. Nestled on a private peninsula, Loews Coronado Bay Resort is a tranquil escape flanked by breathtaking waterfront vistas. The resort is just minutes from downtown San Diego and a short drive to the city's world-famous attractions. Sea-inspired guest rooms and suites harmoniously blend thoughtful amenities with stunning views while fresh local flavors, a private marina featuring endless water-sport activities, the serene Sea Spa, and three heated pools invite guests to unwind, explore, and indulge.

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 were developed at each meeting. Attendees are encouraged to participate in these meetings.

WELCOME RECEPTION Everyone is invited to the welcome reception on Sunday evening. This is an opportunity to meet fellow convention attendees in an awe-inspiring venue with views of the Pacific Ocean while enjoying appetizers and refreshments.

GENERAL SESSION This year the **General Session** will be held on Tuesday morning at 9:15 am. Topics will include updates from each of the **Committee Chairs** on discussions at their meetings. This year we welcome General Session Speaker **Paul Crout, Helena Agri-Enterprises who will speak on Sustainable**. Paul has been working for Helena Agri-Enterprises since the end of 2013 in various roles, currently serving as the AGRIntelligence-Agronomy-Organics Manager for the Western US. He leads the Agronomy and Agriculture Technology business along with Helena's Organic efforts across 10 States in the Western US. His team of 16 Agronomists & AGRIntelligence Technicians support Helena's sales group on everything from mapping to nutrient budgets to irrigation scheduling. His areas of expertise include plant nutrition, soil-plant-water relations, organic systems and pest management. Paul currently serves as Chairman of the Board for the California Association of Pest Control Advisors in Sacramento and as Vice-President on the Board of Directors for the Central Coast Vineyard Team. Paul also completed an 18-month fellowship with the prestigious California Agricultural Leadership Program as a member of Class 48.

RECEPTION/PRESIDENT'S BANQUET Tuesday evening the group will meet on the Marina Terrace to enjoy a light reception with views of the Pacific Ocean. The President's Banquet will follow with cuisine flavors that are inspired by life on the water on Coronado Bay. The evening will cap off with fun 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 2023/24 year. We will hear President **Grant Baglietto's** report, comments from the CSA incoming President **Greg Cassel** and the CSA annual report. We will also have the election of our incoming Officers and Board of Directors. Attendees will also hear an update on Phytosanitary Issues and Exports from Martha Malapi, Ph.D., Director, Seed Health and Trade, ASTA.

HOTEL INFORMATION & RESERVATIONS The **2024 CSA Annual Convention** will be held at **The Loews Coronado Bay Resort, CA**. The Association has negotiated a group room rate of \$279.00 for run of house rooms (single/double) between the dates of **March 17-20, 2024**. The resort fee is \$10.00 per room, per night and includes fitness center and studio access, boarding pass printing, turndown service, shuttle service to Silver Strand State Beach, high speed internet access, welcome beverage upon arrival, Google streaming, daily group fitness classes, free local and toll free calls, shoe shine, shuttle service to downtown Coronado Village, use of beach toys and chairs and in room coffee, tea and water.

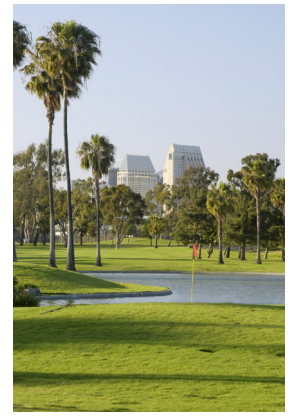
MAKE YOUR RESERVATIONS EARLY!!!! THE DEADLINE FOR HOTEL RESERVATIONS is February 23, 2024 to receive the discounted group rate of \$279.00. The resort fee has been reduced to \$10.00 per room. All reservations must be guaranteed with a valid credit card. **Attendees** calling the hotel directly at **1-800-815-6397** and please identify yourself as attending the CSA group function to secure the group rates. Or use our group reservations [link to the CSA group rooms block - click booking website link](#) located on our CSA website events page. **www.calseed.org**.



Loews Coronado Bay Resort
4000 Coronado Bay Road
Coronado, CA 92118
(800) 815-6397 / (619) 424-4000
www.LoewsHotel.com

OPTIONAL ACTIVITIES

GOLF TOURNAMENT The Coronado Golf Course is the site for CSA 2024 Golf Tournament - ranked #5 nationally by Golf Digest for delivering the best golf value! The Coronado Golf Course is one of the City of Coronado's most treasured assets. Opened in 1957, it is rated as one of the best public golf courses in the nation. It is a favorite destination for local residents and celebrities alike. Located just minutes from downtown San Diego over the iconic San Diego Coronado Bay Bridge, it offers beautiful San Diego harbor and downtown views, and is sure to be a favorite destination for anyone that enjoys the game of Golf. The course measures 6,590 yards from the blue tees and is a par 72. Immaculate greens, wide inviting fairways and dramatic views coupled with incomparable weather, make Coronado a must-play for all golfers year round.



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 property at the resort Tuesday afternoon for a memorable tournament! The players will be limited to the first 48 signed up.



Guided Tequila Tasting in Open Air Swiss Army Truck Optional Event Join in with industry friends for a Tequila Tasting Tour. The tour starts off with your first taste in the truck. Then its off to visit two Restaurants/Bars where you'll get a margarita and some yummy Mexican food. And then a scenic stop (or two) where you will do guided tequila tastings in the open air swiss army truck. You'll get to try around 6-9 different tequilas/mezcal that they provide. The tour is about 3.5 hrs long and is pre choreographed for you and is set up as an all - inclusive tour. This event will accommodate 24 attendees.



OTHER IMPORTANT DETAILS

*CONFERENCE DEADLINES

Loews Coronado Bay Resort room reservation deadline is **February 23rd** or until our block fills.
Conference pre-registration deadline for California Seed Association is **March 8th**.

*CANCELLATIONS

CSA Conference registrations cancelled by March 8th will be refunded in full. There will be no refunds for registrations cancelled after March 8th. The Loews Coronado Bay Resort room reservation cancellation policy is 3 days prior to arrival date.

*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

~ In Appreciation to Our Committee Members ~

*President Grant Baglietto, Baglietto Seed Co.
Paul Scaroni, White Seed Co.*

*Kraig Kuykendall, Tozer Seeds USA
Matt Linder, Sakata Seed America*

