

July 12, 2018

Dear CSA Members:

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We are looking forward to seeing you all at the upcoming **Mid Year Meeting in Monterey**. We will continue to streamline the meeting schedule and all committees will have sufficient time to meet and discuss current issues impacting the seed industry. Our format will have concurrent committee meetings in the morning for issue-driven discussions and work. Each of the committee chairs will be contacting members for input on the agendas. We will continue to offer our new employee introductory educational session and encourage you to bring along a new hire from your company. This session will feature a panel of industry experts who will focus on explaining in detail the breeding and production process relative to the seed industry in California. This additional training session is being offered complimentary to members as an additional member benefit. It is definitely a win-win for both you and your employee!


After the meetings conclude, the chairs will report the highlights and topics of discussion at each meeting to the entire membership at the General Session. The group luncheon featuring our keynote speaker will follow the General Session.

The meeting will be held at the **Monterey Marriott Hotel, September 25-26, 2018**. The Monterey Marriott Hotel is located at 350 Calle Principal, Monterey, CA 93940. Please make reservations directly with the hotel by calling **(800) 228-9290 or (831) 649-4234** by **5:00 pm on September 7th** and please mention that you are with the California Seed Association to receive the group rate of \$209.00. We also have our own meeting reservation website you may access through the CSA website on the calendar of events page www.calseed.org/events.html.

The golf tournament will again be a fundraiser for the "**Ginny Patin Scholarship**" and will be held on Tuesday, September 25th at 12:00 pm at the **Black Horse Golf Course**. The tournament will begin with a shotgun start at 12:30 pm and will include lunch. For those of you who do not golf, the Bocce Ball Tournament at the **Custom House Plaza** and lunch will be held on Tuesday afternoon at the same time as the golf fundraiser for the scholarship program.

All committees will meet on Wednesday, September 26th followed by the General Session and Luncheon with a keynote speaker. We look forward to an engaging presentation by our keynote speaker this year. The Mid Year meeting provides an opportunity for in-person industry communication and a chance to network with your business colleagues in a social atmosphere. I look forward to seeing all of you in Monterey.

Sincerely,



Scott Emanuelli
CSA President

MID YEAR MEETING SCHEDULE OF EVENTS
September 25-26, 2018 ~ Marriott Hotel in Monterey, CA

Tuesday, September 25, 2018

7:00 am - 5:00 pm	Registration/Hospitality
7:00 am - 9:30 am	Board of Directors' Meeting
9:30 am - 11:00 am	Spinach Committee Meeting
12:00 pm - 5:00 pm	"Ginny Patin Scholarship" Golf Classic @ Black Horse Golf Course A portion of the funds raised at this tournament will benefit the scholarship program <i>(check-in, registration, pick up boxed lunch —shot gun at 12:30 pm)</i>
12:00 pm - 5:00 pm	"Ginny Patin Scholarship" - Bocce Ball @ The Custom House Plaza A portion of the funds raised at this tournament will benefit the scholarship program <i>(please plan to arrive at the Custom House Plaza by 12:00 pm for lunch)</i>
6:00 pm - 7:30 pm	Group Reception

Wednesday, September 26, 2018

Individual Committee Meetings

(concurrent meetings will take place, followed by the General Session Discussion/Luncheon)

8:00 am – 9:00 am	Plant Breeders & Biotechnology	Legislative
9:00 am – 10:00 am	Field Seed Section (includes Field, Seed Cert, Turf Seed)	Vegetable Seed Section (includes Vegetable, Flower, Grower/Shipper)
10:00 am – 11:00 am	Industry Communications / Youth Activities	

New Session for New Employees Attending with Member Companies

8:00 am – 9:30 am	New Employee Session: Basics of the Seed Industry Learn more about the seed industry in CA including aspects of breeding and production. <i>(this session is complimentary to member companies who register for the Mid Year)</i>
11:30 am – 2:00 pm	General Session and Group Luncheon w/Keynote Speaker
2:00 pm – 3:30 pm	Board of Directors' Meeting <i>(including Committee Chairs who have recommendations for the board)</i>

Hotel Information:

Monterey Marriott
350 Calle Principal, Monterey, CA 93940 (800) 228-9290 or (831) 649-4234
Group Rate: \$209.00 single/double By September 7th for group rate
For On-Line Reservations - CSA website events page calseed.org/events.html

Ginny Patin Scholarship Bocce Ball Tournament



The CSA Youth Activities Committee has scheduled the “Ginny Patin Scholarship” Bocce Ball Tournament for your enjoyment.

- Where:** **Monterey Bocce Ball Courts** (located at Custom House Plaza Fisherman’s Wharf)
When: **Tuesday, September 25, 2018**
Time: **12:00 pm - 5:00 pm** (please arrive by 12:00 pm / lunch included)
Fee: **\$150.00** each ~ Teams are paired on the day of the event.
\$50.00 lunch/refresh/observe option also available
(All Are Welcome, but Space is Limited ~ So Sign Up Early)

***Beautiful location above the Wharf and Cannery Row
Spectators, Cheering and Kibitzing are Welcome
Championship Match to begin at 3:30 pm.***

Please RSVP before Sept. 18, 2018 so we have an accurate number for the courts.
First 48 players will be given spots / others will be on wait list.

_____ Yes-Please reserve a spot at the “Ginny Patin Scholarship” BBT.

Name

Company

Name

Company

Please fax back to the CSA office: (916) 446-1063



Registration Fee: The registration fee includes admittance to all meeting sessions, materials, coffee breaks, reception and lunch with keynote speaker. Separate payment is required for participation in the Tuesday Golf and Bocce Tournaments.

New Attendee Session: This new session is complimentary but can only be used in conjunction with a full paid registration with participant from the same company. **Spouse/Guest** of a paid registrant who are not company representatives need not pay a registration fee; however, spouses/guests who wish to participate in the luncheon, golf or bocce tournaments requires separate payment to those events. Tuesday evening reception is complimentary to spouses/guests.

COMPANY INFORMATION

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Email: _____

Attendees	Participant(s) Name(s):				Sponsorship Opportunities	
	Member \$260.00 ea.	Non-Member \$295.00 ea.	New Attendee No Charge <i>Add'l. Employee Only</i>	Golf \$150.00	Bocce \$150.00	
1. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Platinum Level @ \$1,500.00 \$ _____ <input type="checkbox"/> Gold Level @ \$1,000.00 \$ _____ <input type="checkbox"/> Silver Level @ \$750.00 \$ _____ <input type="checkbox"/> Bronze Level @ \$500.00 \$ _____ *Any of the above includes name recognition at both events
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Golf Hole @ \$200.00 \$ _____ <input type="checkbox"/> Bocce Sponsor @ \$200.00 \$ _____ <input type="checkbox"/> Coffee Break @ \$500.00 \$ _____ <input type="checkbox"/> Reception @ \$750.00 \$ _____ <input type="checkbox"/> Speaker Sponsor @ \$1,000.00 \$ _____ <input type="checkbox"/> Major Sponsor @ \$1,500.00 \$ _____
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

<p>Other</p> <input type="checkbox"/> Bocce Lunch/Refresh/Observe @ \$50.00 ea. \$ _____ <input type="checkbox"/> Extra Wed. Lunch Tickets @ \$50.00 ea. \$ _____	<p>Amount</p>	<p>Total Fees: Registration: \$ _____ Other: \$ _____ Total: \$ _____</p>	<p>PAYMENT METHOD: <input type="checkbox"/> Check payable to "CSA" <input type="checkbox"/> Credit Card: _____ Visa _____ Mastercard _____ Amex _____ Billing Address ZipCode: _____ Card No. _____ Exp. _____ Verify # _____ Signature: _____</p>
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Contributions or gifts to CSA are not deductible as charitable contributions. Call the Monterey Marriott Hotel directly for room reservations by Sept. 7th. (800) 228-9290 or (831) 649-4234
 Return Form to: California Seed Association 1521 "T" Street, Sacramento, CA 95814 Phone: (916) 441-2251 Fax: (916) 446-1063

California Seed Association ~ Mid Year Meeting
September 25-26, 2018 ~ Marriott Hotel in Monterey, CA

SPONSORSHIP OPPORTUNITIES

Thank you for your generosity and support of the CSA Mid Year Meeting!

- PLATINUM Level Package @ \$1,500.00
- GOLD Level Package @ \$1,000.00
- SILVER Level Package @ \$750.00
- BRONZE Level Package @ \$500.00



(All of the above packages include name recognition at golf, bocce and reception)

Other Sponsorship Opportunities (company recognition will be given at each individual event)

Golf Tournament

Hole Sponsor @ \$200.00

Bocce Ball Tournament

Sponsor @ \$200.00

Coffee Break

Sponsor @ \$500.00

Reception

Sponsor @ \$750.00

Speaker(s)

Sponsor @ \$1,000.00

Major Event General

Sponsor @ \$1,500.00

Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

PAYMENT METHOD:

Check payable to "CSA" _____ Send Invoice _____

Credit Card: ___ Visa ___ Mastercard ___ Amex

Card No. _____ Exp: _____

Verify # _____ Signature: _____

Zip Code: _____ Email Copy of Receipt: _____

Please return to the CSA office: 1521 "I" Street, Sacramento, CA 95814
Phone: (916) 441-2251 * Fax: (916) 446-1063 * Email: donna@agamsi.com

California Seed Association 2018-2019 Committee Preference Request

President-elect Scott Emanuelli will be finalizing the committee appointments for the 2018-19 membership year.

It is within the committees that industry problems are identified, analyzed, discussed--and where solutions and courses of action are born. Here the individual can have his/her voice heard and contribute effectively to the process of industry self determination. The final effectiveness of this system depends on your active participation.

BECOME INVOLVED - indicate your **first** and **second** choices (There is no third choice) of committee assignment below and return this form as soon as possible, but no later than **July 30, 2018**.

<u>COMMITTEES</u>	<u>ASSIGNMENT PREFERENCE</u> (please put 1st & 2nd choices only)	<u>CITY</u>
FIELD SEED/ SEED CERTIFICATION/TURF SEED	_____	_____
VEGETABLE/FLOWER SEED SECTION/ GROWER/SHIPPER LIAISON & PLANT HEALTH	_____	_____
PLANT BREEDERS & BIOTECHNOLOGY	_____	_____
LEGISLATIVE	_____	_____
MEMBERSHIP	_____	_____
SEED DEALERS	_____	_____
INDUSTRY COMMUNICATIONS & YOUTH ACTIVITIES	_____	_____

NAME: _____

FIRM: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____ FAX: _____

Return to: CSA, 1521 "I" Street, Sacramento, CA 95814 or FAX to (916) 446-1063. Thank you!