

California Seed Association

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July 21, 2026

Dear CSA Members and Industry Colleagues:

We are pleased to invite you to the **California Seed Association's 2026 Mid-Year Meeting**, taking place **October 12-13** at the **Monterey Plaza Hotel & Spa** at 400 Cannery Row in beautiful Monterey, California. This year's streamlined agenda ensures each committee has ample time for meaningful, issue-driven discussions. Meetings will be held consecutively and in combined formats on Tuesday morning to foster cross-committee collaboration. Committee chairs will be reaching out to gather input for agenda planning. Our group luncheon on Tuesday, October 13, will feature keynote speaker Danny Bernstein, CEO at Reservoir.

We are excited to continue the CSA **NextGen Leadership Program**, developed by the IC&YA Committee. The program will welcome 25 industry-nominated participants for a leadership training session led by Tina Huff, PhD., SHRM-SCP, President of Accelerari Consulting. The focus will be on "Becoming A Team Leader - Turning Leadership Aspirations into Action Through Team Excellence." A panel of industry experts will also share insights on leadership within the California seed industry. The workshop is complimentary for CSA members, and all nominees are invited to attend the Mid-Year Meeting.

The golf tournament, benefiting the "Ginny Patin Scholarship," will be held on Monday, October 12th at the Pacific Grove Golf Course, starting at 12:30 pm and including lunch. For those who do not golf, we are hosting a Bocce Ball Tournament at the Custom House Plaza on Monday afternoon, beginning with lunch and registration at 12:00 noon, which will also help support the scholarship program.

Hotel Reservations:

Please reserve your room by **5:00 PM on September 18th** to receive the CSA group rate of **\$294.00**. Call **(800) 334-3999** and mention the California Seed Association, or reserve online via the CSA website at www.calseed.org/events.html.

We look forward to connecting with you in person for two days of meaningful discussion, leadership development, and fellowship with colleagues from across the industry. Should you have any questions, please don't hesitate to contact the CSA office.

Sincerely,



Justin Davis, Sakata Seed America
CSA President