

# California Seed Association

## Association



## **72<sup>ND</sup> ANNUAL CONVENTION**



**FEBRUARY 19-21, 2012**

**HARD ROCK HOTEL  
SAN DIEGO, CA**



[WWW.CALSEED.ORG](http://WWW.CALSEED.ORG) • (916) 441-2251

## HOTEL INFORMATION

### Hard Rock Hotel Information / Room Reservations

The CSA convention will be held at **The Hard Rock Hotel in San Diego**. The Association has negotiated group room rates of \$189.00 per night single/double between the convention dates of **February 19-21, 2012**. Reservations must be made by the deadline of **January 28, 2012** to receive this discounted group rate. **You must call the hotel direct at (866) 751-ROCK (7625).**

The location is one of the most coveted among downtown San Diego hotels - right at the entrance to the Gaslamp Quarter, San Diego Convention Center and PETCO Park - and the design, amenities and vibe are infused with the passion of Rock 'n' Roll. But it's the staff that truly differentiates Hard Rock Hotel San Diego. Whether you're coming for business or pleasure, they look forward to providing you an authentic experience that rocks!

### THE HARD ROCK HOTEL

Corner of 5th Avenue & L Street  
207 5th Avenue  
San Diego, CA 92101  
Telephone: 619-702-3000  
Fax: 619-702-3007

Reservations:  
866-751-ROCK (7625)  
reservations@hardrockhotelsd.com

Concierge:  
Telephone: 619-764-6484  
concierge@hardrockhotelsd.com

## Schedule of Events

### Sunday, February 19th

- 1:00/5:00 Registration/Hospitality
- 1:00/3:00 Board of Director's Meeting
- 3:15/4:00 Plant Breeders & Biotechnology Committee
- 4:00/5:00 Industry Communication Committee
- 5:00/5:45 Youth Activities Committee
- 6:00/8:00 Political Action Committee (PAC) Reception

### Monday, February 20th

- 7:00/8:00 Past Presidents' Breakfast
- 7:00/5:00 Registration/Hospitality
- 8:00/11:00 General Session  
Annual Meeting, Reports by President Ken Scarlett and Executive Vice President Chris Zanobini  
Vice President Mark Fowler New Member Report  
Scholarship Announcements  
General Interest Topics including: Chemical Registration Update, Legislative Report and ASTA Report
- 8:30/11:30 Spouse Brunch & Program at Croce's Restaurant: Speaker, Ingrid Croce
- 12:30/5:30 Golf Tournament at Riverwalk Golf Course
- 1:00/5:00 Bocce Ball Tournament
- 6:30/7:30 Associate's Cocktail Party & Silent Auction
- 7:30/10:00 President's Banquet & Entertainment by John Crampton, Piano Madness

### Tuesday, February 21st

- 6:30/7:30 5K Run/Walk
- 7:30/8:00 Committee Vice Chair Orientation
- 8:00/5:00 Registration/Hospitality
- 8:00/9:00 Field Seed/Seed Certification Committee
- 9:00/10:00 Vegetable/Grower & Shipper Liaison Committee
- 10:00/11:15 Legislative Committee
- 11:15/11:45 Seed Dealers Committee Meeting
- 12:00/2:00 Group Luncheon with Keynote Speaker  
Professor Martina Newell-McGloughlin, D.Sc.
- 2:00/3:30 Board of Director's Meeting

### CANCELLATION POLICY

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

"Awesome!" "BEST PLACE TO STAY IN SAN DIEGO!" "YOU NEVER HAVE TO LEAVE HARD ROCK TO HAVE A ROCKIN' SAN DIEGO TIME!"

"I DIDN'T WANT TO LEAVE"

**HARD ROCK "ROCKS"**

"SHEER PERFECTION" "TREATED LIKE ROCK STARS FROM THE MOMENT WE ARRIVED."

Google ★★★★★

TRIP ADVISOR TOP 5 IN SAN DIEGO

# California Seed Association's 72nd Annual Convention



## Schedule of Events

### CSA COMMITTEE MEETINGS

All members are encouraged to attend the various committee meetings which will be held throughout the convention. The Plant Breeders & Biotechnology Committee and Industry Communications Committee will both meet on Sunday afternoon. The Vegetable/Grower & Shipper Liaison Committee, the Field Seed/Seed Certification Committee and the Legislative Committee will have their meetings on Tuesday. During the general session reports will be given for those agenda items that are not covered at a specific meeting. This is the first step in CSA's policy development process. Attendees are encouraged to participate and input is welcomed.

### CSA PAC RECEPTION

Everyone is invited to join the hosted reception on Sunday, February 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.

### PAST PRESIDENTS' 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 at this breakfast on Monday, February 20th.

### GENERAL SESSION / ANNUAL MEETING

This year the **General Session** will be held on Monday morning at 8:00 am and will include the scholarship announcements, new member report, ASTA report and Annual Meeting, showcasing CSA's activities for the 2011/2012 year. We will hear President **Ken Scarlett's** report, comments from the CSA incoming President **Mark Fowler** and the annual report by Executive Vice President, **Chris Zanobini**. We will also have the election of our incoming Officers and Board of Directors.

### SPOUSE/GUEST PROGRAM

The spouse program will begin with a brunch on Monday morning. Guests will be going to a favorite local restaurant, Croce's Restaurant in the Gaslamp District of San Diego, where the group will have brunch and hear from owner, Ingrid Croce. Mrs. Croce will be discussing her cookbook, *Thyme In A Bottle*. Mrs. Croce has built a lifetime repertoire of recipes to share in this book. There's no need for pretense here. Food is about fun. It must be approachable, embraceable, capturing your heart and your spirit too. Remember, you have the rest of your life to practice. So relax and take your good old time to learn how to prepare the foods you love to eat. Keep in mind that "cooking time" refers to the length of time a dish takes to prepare. Allow yourself time to prepare your meals so you can smile and laugh and enjoy yourself while cooking and eating them too. Consider the view of *Thyme in a Bottle*. If there's never enough time to do the things you want to do, then why not enjoy the time you have?

### GOLF TOURNAMENT

Golf Chairmen Mark Fowler, Kraig Kuykendall and Todd Collins have planned a wonderful tournament at Riverwalk Golf Club. Steeped in a rich tradition of golf legends past, Riverwalk Golf Club offers a classic golfing experience like no other. Formerly known as the Stardust Country Club, the course entertained a myriad of golf's legends while hosting the PGA tour during the 50's and 60's. Now, golfers will once again be treated to the challenge and drama of the original course at the newly reborn Riverwalk. What was once flat now features undulating fairways, waterfalls and well-protected bentgrass greens. Water comes into play on 13 of the 27 holes with a spectacular waterfall surrounding the green of the signature hole. The San Diego River is a prominent feature of the layout, contributing to the beauty and challenge of the course. The course is just a short trolley ride away from the Hard Rock Hotel. The tournament will be a modified shot-gun beginning at 12:30 sharp on Monday - February 20th!



## BOCCE BALL TOURNAMENT

Throwing balls toward a target is the oldest game known to mankind. As early as 5000 B.C. the Egyptians played a form of Bocce with polished rocks. While Bocce today looks quite different from its early predecessors, the unbroken thread of Bocce's lineage is the consistently common objective of trying to come as close to a fixed target as possible. Bocce Ball is a highly competitive sport which requires the use of both physical and cerebral skills. 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 Monday afternoon for a memorable tournament!

## ASSOCIATE'S COCKTAIL PARTY

Come and enjoy the camaraderie of the CSA folks as you stroll around the room! This Associate's Cocktail reception is a great chance to meet someone new at this year's convention, form new friendships or spark a new business opportunity and relationship. The silent auction will be set up during this reception. You won't want to miss out on bidding for some fabulous items — sports tickets, wine, trips, baskets and other surprises!

## PRESIDENT'S BANQUET

CSA members will enjoy an evening of great food, good company and wonderful music & entertainment at the Hard Rock Hotel. This is the social event of the convention where attendees can relax and enjoy conversations with business associates and friends - a final evening of camaraderie. Entertainment will be provided by John Crampton - one piano and one amazing piano entertainer! With just one extremely talented piano performer, you get live music, a DJ, a comedian, and theater all packed into one! From background dinner music to a high energy, audience-driven piano extravaganza by requests. You will hear songs from the classics to current hits along with comedic fun.

## 5K RUN/WALK

Your chairperson, along with many of the committee members, will be up and running Tuesday 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!

## GROUP LUNCHEON & KEYNOTE SPEAKER

The group luncheon program on Tuesday will include our keynote speaker, **Professor Martina Newell-McGloughlin** who directs the UC Davis International Biotechnology Program focusing specifically on agricultural biotechnology. She just stepped down as director of the UC Systemwide Biotechnology Research and Education Program (UCBREP), which covered all ten campuses and three national laboratories. In her position she is required to be cognizant of state-of-the-art research across academia and industry. She has broad experience in developing novel biotechnology research, training and education programs and managing large multidisciplinary grants programs and supporting same. At Davis she developed the groundbreaking trans-disciplinary Designated Emphasis in Biotechnology, the Advanced Degree Program for industry researchers and cutting edge immersive short courses. She has been selected by the former Director of NSF and the former president of the NAS to review cross disciplinary science programs at other institutions. She recently served on the Chancellor's Blue Ribbon Committee on technology transfer. She has published and edited numerous papers, articles, book chapters, three books on biotechnology including her latest book "The Evolution of Biotechnology: From Natufians to Nanotechnology". The review of the most recent edition of "Fennema's Food Chemistry" singled out her chapter for special consideration.

### Top 10 Things To Do in San Diego

- 1) *Gaslamp Quarter*
- 2) *Petco Park*
- 3) *Coronado Island*
- 4) *Seaport Village*
- 5) *San Diego Zoo*
- 6) *Sea World*
- 7) *Old Town San Diego*
- 8) *Balboa Park*
- 9) *La Jolla Beach*
- 10) *Wild Animal Park*

