

# California Seed Association

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Dear CSA Members:

The California Seed Association is proud to announce its 72nd Annual Convention. The convention committee has been working hard to prepare a quality program for this year's convention. We hope you will be able to join us in San Diego.

This year's event will be held at **The Hard Rock Hotel in San Diego on February 19-21, 2012**. Registration materials are enclosed for the upcoming **Annual Meeting**. While we have streamlined the meeting schedule, all committees will have sufficient time to meet and discuss current issues impacting the seed industry. Please make reservations directly with the hotel by calling **1-866-751-ROCK (7625)** by **5:00 pm on January 28, 2012** and please mention that you are with the California Seed Association to receive the group rate of \$189.00.

The facility and setting are the perfect combination for interacting with everyone in our industry. We have lined up an outstanding speaker, Professor Martina Newell-McGloughlin. Professor Newell-McGloughlin directs the UC Davis International Biotechnology Program focusing specifically on agricultural biotechnology. This meeting is an essential link in bringing greater communication and stability within the seed industry. Your support and participation are invaluable in keeping our association strong.

Information about the program and registration materials as well as a convenient sponsorship form are enclosed. Your past support and involvement are sincerely appreciated and we look forward to seeing you in San Diego.

Sincerely,



Ken Scarlett, Eureka Seeds  
CSA President