

CALIFORNIA SEED ASSOCIATION



73RD ANNUAL CONVENTION
MARCH 3-7, 2013
THE SHERATON MAUI RESORT & SPA

WWW.CALSEED.ORG * (916) 441-2251

CSA 73rd Annual Convention

Schedule of Events

Monday, March 4, 2013

8:00/5:00	Registration/Hospitality	<i>Foyer/Maui Ballroom</i>
11:00/12:00	Industry Communication & Youth Committee	<i>Kapalua</i>
10:30/3:00	Spouse Program: West Coast Maui Snorkeling Trip	<i>Off-Site</i>
1:00/3:00	Board of Directors' Meeting	<i>Makena</i>
6:00/8:00	Sakata Seed's 100th Anniversary Celebration Reception	<i>Ocean Lawn</i>

Tuesday, March 5, 2013

7:00/8:00	Past Presidents' Breakfast	<i>Kula</i>
7:00/5:00	Registration/Hospitality	<i>Foyer/Maui Ballroom</i>
8:00/9:15	General Session with Speakers	<i>Wailuku & Kahului</i>
9:15/9:55	Seed Dealers' Meeting	<i>Kapalua</i>
10:00/11:00	Legislative Committee	<i>Kapalua</i>
11:00/12:00	Plant Breeders' Committee	<i>Kapalua</i>
12:30/5:30	Golf Tournament at Ka-anapali Golf Course	<i>Ka-anapali Golf Course</i>
1:00/5:00	Bocce Tournament on the Lawn	<i>Ocean Lawn</i>
6:30/7:30	CSA Group Reception	<i>Anuenue Lawn</i>

Wednesday, March 6, 2013

6:30/7:30	5K Run/Walk	<i>Along the Path Oceanside</i>
8:00/5:00	Registration/Hospitality	<i>Foyer/Maui Ballroom</i>
9:10/10:10	Field Seed/Seed Certification Committee	<i>Kapalua</i>
10:20/11:20	Vegetable/Grower Shipper Liaison Committee	<i>Kapalua</i>
11:30/1:30	Group Luncheon with Speakers and Annual Meeting	<i>Courtyard</i>
2:00/4:30	Optional Activities	<i>Off-Site</i>
5:30/9:00	President's Sunset Luau & Entertainment	<i>Ocean Lawn</i>

Thursday, March 7, 2013

9:00/11:00	Board of Directors' Meeting	<i>Makena</i>
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CANCELLATION POLICY

The CSA policy on refunds: full refunds will be given before February 15th. After that date there will be no refunds.





California Seed Association



THE CONVENTION

Join the California Seed Association for the 73rd Annual Convention at the beautiful Sheraton Maui Resort and Spa on Kā'anapali Beach. This is the perfect destination for networking with business associates and relaxing with family and friends! The resort is located on the calming shores of Kā'anapali Beach, overlooking the picturesque Pu'u Keka'a - Black Rock. Capture the Aloha Spirit – join your fellow CSA Members for a meeting in Paradise!

SAKATA SEED'S 100th ANNIVERSARY CELEBRATION RECEPTION

In 2013, Sakata Seed is celebrating their 100th Anniversary. In honor of this momentous occasion, Sakata will celebrate with the California Seed Association by sponsoring the opening reception at the Annual Convention. Everyone is invited to join in on the abundant array of Asian-inspired cuisine served on the Ocean Lawn surrounded by the garden, beach and sea.

CSA COMMITTEE MEETINGS

All members are encouraged to attend the various committee meetings which will be held throughout the convention. The Industry Communications & Youth Committee will meet on Monday afternoon. The Seed Dealers, Legislative and Plant Breeders will have their meetings on Tuesday. The Field/Seed Certification Committee as well as the Vegetable and Grower/Shipper Liaison Committees will meet on Wednesday. During the General Session, reports will be given for those agenda items that are not covered in a specific meeting. This is the first step in CSA's policy development process. Attendees are encouraged to participate in these meetings.

GENERAL SESSION / ANNUAL MEETING

This year the General Session will be held on Tuesday morning at 8:00 am and will include the scholarship announcements, new member report, and general session topic updates from Betsy Peterson. This session will also feature our keynote speaker, Warren Watanabe, Executive Director of the Maui County Farm Bureau, a non-profit general agriculture organization whose vision is that agriculture is rewarding, vital, and an exemplary part of the economy and lifestyle of Maui County. Agriculture safeguards Maui's beauty, provides daily food, offers promise to their youth, and honors their heritage.

GOLF TOURNAMENT

The **Kā'anapali Kai Course** is 6400 yards of subtle, undulating greens that accommodate all levels of play. The land on which the course lies originally housed a sugar cane plantation and players today will see the Sugar Cane Train steam past several holes on the course. Along many holes on the Kai course lie natural canals, gulches and lava rock boundaries. The course is beautifully landscaped with native flowers like hibiscus, bougainvillea and plumeria. The Kai course was recently renovated by Hawaii's most prolific golf course architect, Robin Nelson, with a focus on the strategy of your round, not necessarily distance or strength.

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 the lawn Tuesday afternoon for a memorable tournament!

SPOUSE PROGRAM ~ WEST MAUI SNORKEL

This year's spouse program will be an adventure on the sea which will include four hours on the water as you explore the West Maui coastline. All equipment, snorkeling lessons, deli style lunch, refreshments and drinks will be provided. Check-in 10:30 am, vessel departs at 11:00 am - and returns at 3:00 pm. Spouses not interested in snorkeling may still attend and enjoy a wonderful afternoon of breathtaking views and catching up with industry spouses.

5K RUN/WALK

Your chairperson, along with many of the committee members, will be up and running Wednesday morning! 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 & ANNUAL MEETING

The group luncheon program will be held on Wednesday at noon and will include the scholarship announcements, new member report, ASTA report and CSA Annual Meeting, showcasing CSA's activities for the 2012/13 year. We will hear President **Mark Fowler's** report, comments from the CSA incoming President **Tom Hearne** and the annual report by Executive Vice President, **Chris Zanobini**. We will also have the election of our incoming Officers and Board of Directors.

HOTEL INFORMATION & RESERVATIONS

The 2013 CSA Annual Convention will be held at the Sheraton Maui Resort and Spa. The hotel showcases Hawaii's unparalleled beauty with lava-rock waterways and sparkling fresh water lagoons. The hotel features an oceanfront swimming lagoon with lava-rock waterways, heated outdoor spa, a children's pool and private poolside gazebos. Two championship golf courses are within walking distance and endless ocean activities including snorkeling, kayaking, paddleboarding, scuba diving and deep sea fishing are available. The Sheraton Maui Resort & Spa is just three miles from Lahaina, a historic whaling capital, and within walking distance of Whalers Village. The hotel is two and a half miles from the Kapalua-West Maui Airport, providing quick 30-minute scheduled Honolulu flights. Kahului Airport, 31 miles from Ka'anapali, is served by interisland, domestic, and international carriers. The airport code for Kahului is OGG. OGG Kahului Airport is the only airport you can use to fly between Maui and the mainland (the other 49 states of the U.S.). Kahului Airport is in Kahului, the largest city on Maui. It is about a 45 minute drive from this airport to the main resort hotel and condo areas of Ka'anapali, Kihei, and Wailea.

The Association has negotiated group room rates from \$229.00 to \$250.00 between the convention dates of **March 4-7, 2013**. Please mention the CSA Annual Convention at the Sheraton Maui Resort and Spa to secure the group rate. **MAKE YOUR RESERVATIONS EARLY!!!! THE DEADLINE FOR HOTEL RESERVATIONS AT THE SPECIAL RATE is February 1, 2013** to receive this discounted group rate. **You must call the hotel direct at 808-921-4645.** The group rates established for your meeting will be offered 3 days prior and 3 days after the meeting dates, subject to availability of group rate and Run of House rooms at the time the reservation is made.

A daily Resort Charge of \$15.00 per room, per night includes complimentary self-parking, unlimited local access, credit card, or calling card telephone calls, high-speed internet access in guestrooms, daily seasonal activities, Starwood Lahaina (Shopping) Shuttle, Ka'anapali Resort shuttle. Round trip Portage: \$8.50 per person.

PLAYMORE Room Discounts: In the days prior to or following your Hawaii event, the exclusive PLAYMORE program offers discounted rates at each of our Hawaii resorts. So, whether your guests want to explore Kauai, Oahu or Hawaii's "Big Island", Starwood delivers the very best Hawaii has to offer. To take advantage of our discounted PLAYMORE rates, you can call 1-800-782-9488 and ask for PLAYMORE by name or visit www.playmoreinhawaii.com/LEARNMORENOW to reserve their rooms online. **PLAYMORE Air Discounts:** As part of Starwood Hawaii's partnership with Hawaiian Airlines, guests may enjoy discounts on Hawaiian's trans-Pacific fares. To take advantage of these offers, you should visit www.Hawaiianairlines.com/spg. Discounts are offered through online bookings only and are subject to change.

THE SHERATON MAUI RESORT: 2605 Ka'anapali Parkway; Lahaina, Maui, Hawaii 96761

Reservations at Maui Resort Desk: 808-921-4645

Best time to call is Monday –Friday 6:00 am/6:00 pm or Saturday-Sunday 8:00 am/4:00 pm – Hawaii Standard Time.

This will ensure you talk to the experts on-site who are familiar with our convention and group rates.

OPTIONAL ACTIVITIES

THE SPA AT BLACK ROCK

The Spa at Black Rock is the Sheraton Maui's new full service spa. The spa features indoor and outdoor secluded relaxation areas and seven luxurious treatment rooms available for massages, body treatments, facials, skin enhancements, manicures and pedicures. Signature treatments include the Pu'u Keka'a Stone Massage, the Papaya Shea Wrap, Balancing Island Facial and the Sole Smoothie Foot Massage. For reservations or more information, contact the Spa at Black Rock at (808) 667-9577 or visit their website at www.blackrockspa.com.

Maui Nō Ka 'Oī—"MAUI IS THE BEST"

The Sheraton Maui Resort is located in Kā'anapali on the island of Maui. In ancient times, this was the playground of Hawaiian royalty and there are countless exciting things to do and see! The area is famous for whale watching. Visit historic Lahaina—once the royal capital, rowdy whaling port and missionary headquarters. Find the time to travel the road to Hana, known for its hair-pin turns, one-lane bridges (54) and spectacular beauty. Yet another natural wonder of the world is the Haleakalā Crater – located in Haleakalā National Park in Upcountry Maui. And if time allows, explore Maui's sister islands of Lāna'i and Moloka'i.

CONFERENCE DEADLINES

The Sheraton Maui Resort and Spa room reservation deadline is **February 1st** or until our block fills. **MAKE YOUR RESERVATIONS EARLY!** Conference pre-registration deadline is **February 15, 2013**.

CANCELLATIONS

Conference registrations cancelled by February 15, 2013 will be refunded in full. There will be no refunds for registrations cancelled after February 15, 2013. Sheraton Maui room reservation cancellations must be made directly with the hotel and received 72 hours prior to your scheduled arrival to avoid a cancellation penalty.

SPONSORSHIP INFORMATION

An unlimited number of sponsorship opportunities are available. Please refer to the enclosed sponsorship opportunities menu.

QUESTIONS

Please contact us by mail at California Seed Association, 1521 I Street, Sacramento, CA 95814, by email (dboggs@cgfa.org), 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.