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Dear PSA Members and Industry Friends:

I am delighted to personally invite you to the 99th Annual Pacific Seed Association (PSA) Convention, taking place from February 9-11, 2025, at the beautiful OMNI Rancho Las Palmas Resort & Spa in Rancho Mirage, CA. This year's convention promises to be more than just a gathering—it's an opportunity to connect, learn, and shape the future of the seed industry. We've crafted a dynamic agenda that addresses emerging topics such as regenerative agriculture and cover crops, alongside essential updates on equipment advancements, seed treatment innovations, strategies to activate your sales force, and legislative developments impacting our industry. Additionally, the PSA Annual Meeting with field crop reports will provide invaluable insights for your business.

Why Attend?

- **Expert-Led Sessions:** Gain insights from industry leaders on trends shaping the future of agriculture.
- **Networking Opportunities:** Meet industry peers from across the nation, building relationships that drive collaboration and innovation.
- **Golf and Adventure:** Whether you're up for a challenge at the stunning Rancho Las Palmas Golf Course or prefer a scenic ride on the Palm Springs Tramway, we've got something for everyone.

Let's Keep the Momentum Going! As we face new market challenges, your participation will be vital to ensuring continued success for the Pacific Seed Association. The convention offers a unique chance to strengthen communication and stability across our industry.

Join Us in Shaping the Future! Our program is designed to inspire growth and collaboration, making this convention a pivotal event for professionals across the seed industry. Don't miss out on this opportunity to contribute to and benefit from discussions that will shape our collective future.

Regards,

Grant Baglietto, Baglietto Seeds
PSA President