

# 97th Annual Convention

PACIFIC SEED  
ASSOCIATION

[www.pacificseed.org](http://www.pacificseed.org)

## WHEN

February 12-15, 2023

## WHERE

Oceanside, CA

## HOTEL

The Seabird Resort  
101 Mission Avenue  
Oceanside, CA 92054



# 97th ANNUAL CONVENTION



## Welcome to the 2023 PSA Annual Convention

I would like to personally invite you to attend the 97th Annual Pacific Seed Association (PSA) convention February 12-15, 2023 at The Seabird Resort in Oceanside. The facility and setting are the perfect combination for interacting with everyone in our industry. Our convention program has been carefully crafted to showcase topics of interest for everyone – including updates on internal and external communication strategies, identifying partners for success, succession planning and career management solutions, creating options for your business in today's environment, a transportation panel, legislative updates, seed treatment and environmental updates, our PSA Annual Meeting and field crop reports.

The annual golf tournament will be played at the beautiful Arrowood Golf Course, designed by prominent local architect Ted Robinson Jr. Arrowood Golf Course is a spectacular par-71, 6,721-yard layout in the Oceanside, CA developed village of the same name. Located adjacent to Camp Pendleton in north county San Diego, Arrowood sits on a scenic hilltop by the San Luis Rey Valley, within 10 miles of the coastline. Not a golfer? We have the opportunity to participate in a North Oceanside walking food tour of restaurants with a little tasting and a little history along the way. There will be meet and greets with the local chefs, tasting and a fun day of camaraderie.

The goal of our program is to reinforce and reinvigorate our efforts to ensure growth and prosperity in the Pacific Seed Association as we continue to tackle new challenges in our markets. Coming together to network as an industry will be key to our continued success. I encourage you to participate in the 2023 convention.

The PSA Annual Convention traditionally draws attendees from across the nation. It is an essential link in bringing greater communication and stability to the seed industry. It has been a pleasure serving as President of PSA. If you have any questions regarding the convention, please call the PSA office. Your past support and involvement are sincerely appreciated, and we look forward to seeing you in Oceanside this year.

Best wishes,  
*Nicole Hostert*  
President

## 2023 Schedule of Events

### Sunday, February 12th

Noon - 4:00 PM	Set Up for Exhibitors	OMA Foyer
3:30 PM - 4:30 PM	Board of Directors Meeting	MiraMar Boardroom
5:00 PM - 6:00 PM	Early Registration for PSA Participants	OMA Foyer
6:00 PM - 7:00 PM	Welcome Reception	Coastal Terrace

### Monday, February 13th

7:00 AM - 9:00 AM	Registration for PSA Participants	OMA Foyer
7:00 AM - 8:00 AM	Past Presidents' Breakfast	MiraMar Boardroom
8:00 AM - 9:00 AM	Continental Breakfast for all Attendees	Breakwater
9:00 AM	General Session Opens Welcome / Introductions Nicole Hostert, PSA President Chris Zanobini, PSA Executive Director ASTA Representative to give the Federal Legislative Report	Breakwater

## Monday, February 13th *continues...*

9:30 AM - 11:45 AM

Breakwater

**The 10,000 Foot Level Overview - What Does My Business Look Like \* Who Are We and Where Do We Want to Be \*  
\* Creating Options for Your Business in Today's Environment \* Looking at Communication Styles**

by: Shawn Brook, President, Seed World Group

Doing the right thing is not always easy, but it is always the right thing! Shawn remains committed to this concept and knows very clearly that he has surrounded himself with a superbly talented group of colleagues at Seed World Group. With a keen focus on solutions, Shawn utilizes his more than 20-plus years of management experience across multiple private and public sector industries to help share and shape the ag communications landscape. Travelling extensively around the world provides a huge network and global experiences to help clients find solutions to enhance their businesses and increase their return on investment. Content is king and execution is critical – for all of us.

**Succession Planning and Education for Career Management Solutions**

by: Joseph Strazzeri, Esq., The Law Firm of Strazzeri Mancini LLP

As a former general contractor, land developer, and business owner, Joe combines these skills along with more than 25 years of experience as an attorney to counsel families and business owners. Through 3 unique brands and with his partners, Joe educates wealth advisors, assists business owners to find "what's next," counsels families towards alignment, as well as protects families and their assets.

**Transportation Panel**

by: Laufer Group International Representative, Andrew Hwang, Port of Oakland and more.

This panel of experts in transportation will provide updates from the various aspects of the supply chain.

12:00 PM - 2:00 PM **Lunch for Convention Attendees & Speaker**

**Internal and External Communication Strategies** by: Paul Minehart, Head of Crop Protection Communications, North America Syngenta Crop Protection LLC

Paul has more than 41 years of communications experience in internal, external, marketing, and investor communications, and public relations. Prior to joining Syngenta in 2008, he held senior corporate communications positions in regulated industries including aerospace, defense and pharmaceuticals. In his current role, he's responsible for external and internal communications strategy, planning and implementation with news media, employees and other stakeholders. He leads a team of senior communication specialists. He will take you through the tips to responding to questions and effective communication styles.

5:30 PM - 6:30 PM **Reception & Auction for the PSA Scholarship Program**

The Shelter Club

Dinner on your own

## Tuesday, February 14th

7:00 AM - 8:00 AM **Continental Breakfast for all Attendees**

Breakwater

8:00 AM - 9:30 AM **PSA Annual Business Meeting  
Field Crop Reports**

Breakwater

Afternoon on your own to explore Oceanside activities & adventures!

9:30 AM - 10:00 AM **Board of Directors Meeting**

MiraMar Boardroom

10:30 AM - 4:30 PM **PSA Annual Golf Tournament at Arrowood Golf Course**

Designed by prominent local architect Ted Robinson Jr, Arrowood Golf Course is a spectacular par-71, 6,721-yard layout imbedded in the Oceanside, CA developed village of the same name. Located adjacent to Camp Pendleton in north county San Diego, Arrowood sits on a scenic hilltop by the San Luis Rey Valley, within 10 miles of the coastline. "This course is different from others we have designed in San Diego because of the topography and the extent of the natural areas adjacent to the holes. It feels open and unconfined," remarks Robinson. While the open spaces provides a sense of relaxation, the golf holes are not there for the taking; this course will challenge players of all abilities. Lunches will be provided. 5201 Village Dr, Oceanside, CA 92057 (760) 967-8400

1:15 PM - 4:30 PM **Walking Food Tour in North Oceanside**

Off-Site

The tours will take about 3 hours of your time. We will walk to some of the favorite restaurants in the area and provide you with tastings of specially chosen items. During the tour you will hear some history of the restaurant, the chef and the surrounding area. The tour does not exceed a mile in total travelling distance. We will provide delicious food and water. Libations and soda are available for purchase at the restaurants.

6:00 PM - 7:00 PM **President's Reception**

Seagaze Salon

7:00 PM - 9:00 PM **Banquet/Awards/Entertainment**

Seagaze Salon

## Wednesday, February 15th

Convention Adjourns

For More Information Contact: Pacific Seed Association  
1521 I Street • Sacramento, CA 95814 • (916) 441-1064 • donna@agamsi.com

## THE SEABIRD

A Grand Ocean Estate at Oceanside Beach



### The Seabird Resort

Discover a fresh take on the classic Southern California lifestyle at The Seabird Resort, a Destination by Hyatt hotel located in Oceanside, Calif. This timeless beachfront resort offers an unrivaled seaside experience. The hotel's stellar on-site dining, full service spa, and proximity to nearby area attractions waiting to be explored—make this tranquil coastal respite the ideal getaway.

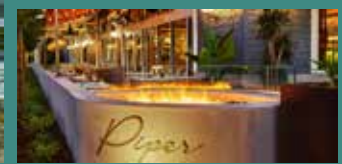
THE SEABIRD | Part of Destination by Hyatt  
101 Mission Avenue, Oceanside, CA 92054  
theseabirdresort.com  
(855) 413-7573

#### DISCOUNTED ROOM RATES: \$249.00 (Single/Double)

Book using the passkey link: <https://www.hyatt.com/en-US/group-booking/SANDO/G-SEED>

If you prefer to call in your reservation please call the reservations team at (855) 413-7573 and inform them of group code: G-SEED

The group discounted rate will no longer be available past the "cut off" date of 01/20/23.



## Things To Do in the Oceanside Area:

OCEANSIDE is a quintessential California coastal escape that includes wide sandy beaches, a quaint New England-style harbor, historic wooden pier and charming bungalow neighborhoods.

O'side (as locals affectionately call it) is a destination of discovery where you can explore everything from California history at the "King of Missions" to surf culture at the California Surf Museum and awe-inspiring sea life through exciting ocean adventures.

We are a playful and fun community that thrives on taking recreation to the next level and boasts world-class surfing, skateboarding, bike riding, boating and even skydiving. A flourishing farm-to-table food and craft beer scene reflects Oceanside's creative and entrepreneurial spirit, as do exciting arts and culture programs that earned Oceanside one of just 14 California Cultural District designations in 2017.

Classically charming, eclectic and always genuine, Oceanside is an ideal place to stay and a true O'iginal.

**ARTS & CULTURE:** Oceanside's creative arts and culture scene is a cornerstone of the city's O'iginal spirit! As one of California's first designated cultural districts, O'side celebrates diversity and artistry for people of all ages to enjoy. Beyond the city's coastal stretch of Highway 101, lined with artisan shops and restaurants with global-flavor influences, are iconic landmarks such as the wooden pier, outdoor amphitheater and beautiful historic buildings — all preserved and maintained to tell the true story of our city's roots. Surrounding these attractions are world-class museums, professional theatres, weekly markets, colorful public art displays and more, making Oceanside a destination of inspiration, education and entertainment for locals and visitors alike!

**GOLF:** Arrowood Golf Course/El Camino County Club/Emerald Isle Golf/Goat Hill Park.

**OCEANSIDE BIKE TRAILS:** Since 2008, Oceanside has been recognized as a Bicycle Friendly Community by the League of American Cyclists; most recently awarded a silver classification for its clearly marked bike trails, number of cycling events and incorporation of cycling into the development and future infrastructure of the community.

**RESTAURANTS:** All eyes are on Oceanside! Over the last several years, Oceanside has quickly gained a reputation as being one of the leading foodie destinations in San Diego County. Local chefs are making headlines by pushing the limits, creating new and unique menu items and experimenting with classics to bring exquisite and mouth-watering flavors to every plate.

**WINERIES & BREWERIES:** The creative, entrepreneurial spirit includes more than just culinary endeavors. Complementing the delectable dining experience are the locally sourced produce used within each dish and the cool and refreshing beverages perfectly blended for each patron. Oceanside is also home to San Diego's first meadery, Golden Coast Mead, crafting Southern California-style meads that delight the eco-conscious and adventurous consumers. Stop by the tasting room and learn how the company supports ecological efforts to restore the health of honey bees. Read more about Oceanside Breweries.

**OCEANSIDE HARBOR:** is quietly tucked away from the unsuspecting individual. But as you drive into the harbor and discover rows of docked sailboats, see people gliding by on top of paddleboards, and the array of restaurants and shops, you quickly realize that you have stumbled upon a true hidden gem. The Harbor is primarily known for its water activities including deep-sea fishing, whale watching cruises, and boat rentals, but it also has wide, sandy beaches and incredible surf conditions. The only harbor between Orange County and San Diego, Oceanside is a wonderful location for those traveling by sea along the California shoreline.

Close to San Diego Zoo, Legoland and not too far from Disneyland!!

For More Options: [www.visitoceanside.org](http://www.visitoceanside.org)