

Pacific Seed Association Convention

98th
Annual

February 11-13, 2024



**Loews Ventana
Canyon Resort
7000 N Resort Dr,
Tucson, AZ 85750**



**PacificSeed
Association**

98th ANNUAL CONVENTION



PacificSeed Association

Welcome to the 2024 PSA Annual Convention

I would like to personally invite you to attend the 98th Annual Pacific Seed Association (PSA) convention February 11-13, 2024 at The Loews Ventana Canyon Resort in Tucson, AZ. 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 hiring strategies, attracting and retaining talent, irrigation management in drought conditions to maximize crop yields, legislative updates, seed treatment and environmental updates, AI in Agriculture, our PSA Annual Meeting and field crop reports.

The annual golf tournament will be played at the beautiful Ventana Golf & Racquet Club, Tom Fazio-designed championship 18-hole golf courses. It is designed to blend into the Santa Catalina Mountains' natural features. Weaving through desert cacti and scenic canyons, the courses embodies the character of the Sonoran Desert landscape, as well as a unique variety of desert fauna. Not golfing? Join in on the friendly paint and sip class and create your own southwestern masterpiece to keep.

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 2024 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 Tucson this year.

Best wishes,

Grant Baglietto
President

2024 Schedule of Events

Sunday, February 11th

1:30 PM - 3:30 PM	Board of Directors' Meeting and Strategic Planning	Sabino
4:00 PM - 5:00 PM	Early Registration for PSA Participants	Cascade Terrace
5:00 PM - 6:00 PM	Welcome Reception	Cascade Terrace

Monday, February 12th

7:00 AM - 9:00 AM	Registration for PSA Participants	Ventana Room Foyer
7:00 AM - 8:00 AM	Past Presidents' Breakfast	Canyon Club Restaurant
8:00 AM - 9:00 AM	Continental Breakfast for all Attendees	Ventana Room
9:00 AM	General Session Opens Welcome / Introductions Grant Baglietto, PSA President Chris Zanobini, PSA Executive Director ASTA Representative to give the Federal Legislative Report	Ventana Room

Monday, February 12th *continues...*

9:30 AM - 11:45 AM

Breakwater

Hiring Strategies, Tools to Use, Sites to Post and How to Review Resumes

by: Brianna Jakosa



It is no secret that attracting and retaining talent remains a top priority for business leaders and companies of all sizes. With lasting impacts on the professional landscape over the past few years, many employees are continuing to reevaluate their priorities and values, and a highly competitive talent marketplace has created both challenges and opportunities for employers. Join Brianna Jakosa as she explores the art and science of recruiting; offering valuable insights and methodologies, review of recruitment tools, and examination of interviewing and selection strategies to help leaders excel in their talent acquisition efforts.

Irrigation Management in Drought Conditions to Maximize Crop Yields

by: Matt Yost, PhD.



Dr. Yost is a native of southern Idaho where he was raised on a dairy farm. After completing his PhD, he spent 4 years doing postdoctoral research in the U.S. Midwest. He has authored numerous journal and extension articles on research dealing with water optimization, nitrogen management, precision agriculture, soil conservation, and bioenergy crops. His research interests include: developing land management practices that promote resiliency to weather variation and changing climate. Such practices include precision management and conservation of water and other agricultural inputs, improving soil health, reducing greenhouse gas emissions, and using climate scenarios and projections as decision aids for managing climate risk.

12:00 PM - 2:00 PM Lunch for Convention Attendees & Speaker on AI in Agriculture

Flying V



This year's luncheon speaker will be Gabriel David Youtsey, Chief Innovation Officer at the University of California, Division of Agriculture and Natural Resources (UC ANR). Gabriel will discuss AI in Agriculture. Gabriel is a business and technology leader focused on transformative innovation at the intersection of food, agriculture, environmental sustainability and technology. Able to build successful teams at every level of world-class campus, corporate, and field environments. Adept at recognizing game-changing opportunities and shaping a cohesive vision and strategy, then building uncommon collaborations and teams to achieve them. Skilled at achieving goals in complex projects with an ability to transform collective brilliance into action and successful open innovation. Talented forger of partnerships with ability to persevere and succeed in the most challenging situations.

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

Ventana Room

Dinner on your own

Tuesday, February 13th

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

Ventana Room

8:00 AM - 9:30 AM PSA Annual Business Meeting Field Crop Reports AOSCA Update by Sarah Wilbanks, PhD. Afternoon on your own to explore Tucson activities & adventures!

Ventana Room

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

Ventana Room

10:30 AM - 4:30 PM PSA Annual Golf Tournament at Ventana Golf & Racquet Club

Located just steps from the front lobby and in conjunction with the Ventana Golf & Racquet Club are the Tom Fazio-designed championship 18-hole golf courses. Courses are designed to blend into the Santa Catalina Mountains' natural features. Weaving through desert cacti and scenic canyons, the courses embody the character of the Sonoran Desert landscape, as well as a unique variety of desert fauna. Lunches will be provided. 6200 N. Club House Lane, Tucson, AZ 85750 (520) 577-4061

1:30 PM - 3:30 PM Paint and Sip Art Event

Flying V Patio

Immerse yourself in the southwestern landscape by joining in on a group painting experience that combines art and entertainment. All supplies will be provided and an instructor will lead everyone through the process of creating their own piece of western art on canvas. Each attendee will keep their own masterpiece. This is a fun, social, beginner-friendly class and participants can relax and enjoy libations during the process.

6:00 PM - 7:00 PM Presidents' Reception

Canyon Club

7:00 PM - 9:00 PM Group Banquet/Awards/Country & Western Entertainment and Line Dancing

Canyon Club



Loews Ventana Canyon Resort

At Loews Ventana Canyon, you can walk out the back doors and step into the natural beauty of the Sonoran desert. Inspired by nature and the surrounding saguaro cactus, architect John Hill constructed the resort to blend into the southwestern landscape. If you appreciate the serenity of the outdoors, you'll love spending an afternoon exploring miles of hiking trails as far as the eye can see. You'll want to play a round of golf on one of the two PGA, Tom Fazio-designed courses. You can immerse yourself in the hotel's history with a tour of the grounds.

LOEWS VENTANA CANYON RESORT

7000 N. Resort Drive, Tucson, AZ 85750

www.loewshotels.com/ventana-canyon.com

(520) 299-2020

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

Book using the passkey link: <https://www.loewshotels.com/ventana-canyon/group-pacific-seed-association-2024>

If you prefer to call in your reservation please call the reservations team at (800) 234-5117 and inform them you are part of the Pacific Seed Association.

The group discounted rate will no longer be available past the "cut off" date of 01/19/24.



Things To Do in the Tucson Area:

Discover Tucson Neighborhood

Twelve thousand years ago, it was a Native American village by the name of "stukshon." Loosely translated, it means, "springs from the foot of the black hill." Which is exactly what Tucson does. Situated along the banks of the Santa Cruz River and bordered by both the Sonoran Desert and the Catalina Mountains, Tucson owes much of its powerful allure to its ancient land, heritage, and spirituality. At Loews Ventana Canyon, you will discover the beauty of the Sonoran landscape, the complexity of the stars, and the sophistication of the city of Tucson. So explore the great outdoors on the resort's beautiful nature trail, or hike Sabino Canyon, just minutes from our hotel. You can also ask the concierge for a list of all the amazing things there are to do in Tucson.

Jeep Tours

Pull on your favorite pair of jeans and come experience the real Sonoran Desert. From tree-lined creeks to majestic mountains, you'll enjoy a rugged trip into the Old West. Contact the concierge for details.

Tennis & Pickleball

Day or night, invigorate your game on one of our three lighted tennis courts and two lighted pickleball courts, surrounded by an inspiring mountain desert scape. Maybe you'd like to challenge yourself with classes? Or hone your backhand with a friend? Whatever your goal, our staff is available to teach, advise, and also provide rental equipment to our members and resort guests. Don't forget to look up--there's no better motivation than the majestic mountains surrounding you.

Golf 2021 Golf Digest Editors' Choice Award Winner

Located just steps from the front lobby and in conjunction with the Ventana Golf & Racquet Club, we offer two Tom Fazio-designed championship 18-hole golf courses. Both courses are designed to blend into the Santa Catalina Mountains' natural features. Weaving through desert cacti and scenic canyons, the courses embody the character of the Sonoran Desert landscape, as well as a unique variety of desert fauna. The Canyon Course winds through the inspiring beauty of the Esperero Canyon and incorporates the massive rock formation known as Whaleback Rock.

Kartchner Caverns Tours

This stunning "live" limestone cave offers unique mineral formations. In-depth guided tours reveal the wonder of this natural phenomenon, which is one of Southern Arizona's most treasured state parks.

Sabino Canyon

Sabino Canyon is one of the premier natural areas in southern Arizona. Located at the base of the Santa Catalina Mountains at 5700 N. Sabino Canyon, Tucson, AZ 85750, you'll find outstanding scenery. You may get lucky and view a Gila Monster, Bobcat, Gambel's Quail, Eastern Collard Lizard, Gopher Snake, and more.

Pima Air & Space Museum

The Pima Air & Space Museum, located in Tucson, Arizona, is one of the world's largest non-government-funded aerospace museums. The museum features a display of nearly 300 aircraft spread out over 80 acres on a campus occupying 127 acres.

The Arizona Sonora Desert Museum

Focused on the preservation of the Sonoran Desert, The Arizona-Sonora Desert Museum will turn your idea of a museum inside out. Guests will enjoy a quintessential Sonoran Desert experience which includes: an unforgettable fusion zoo, botanical garden, natural history museum, aquarium, and art gallery.

Old Tucson

Built in 1939, Old Tucson is a renowned film set and family theme park located just outside Tucson, AZ. Nestled between Saguaro National Park and Tucson Mountain Park, this beautiful desert setting has been the filming location of hundreds of classic western films and TV shows featuring stars such as John Wayne, James Stewart, Paul Newman, Jean Arthur, Frank Sinatra, Clint Eastwood, and Ronald Reagan.

University of Arizona

The University of Arizona – Arizona's first university and home of the Wildcats. The University of Arizona is a public institution that was founded in 1885. Its setting is the city, and the campus size is 392 acres.