



1521 "I" STREET
SACRAMENTO
CALIFORNIA
9 5 8 1 4
(916) 441-2251
FAX (916) 446-1063
www.calseed.org

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May 17, 2016

Dear CSA Members:

Who Benefits From Attending The Seed Industry Conference?

Anyone who is interested in the opportunity to learn timely information on a wide variety of topics pertinent to the seed industry should plan to attend the 2016 Seed Industry Conference, (SIC). Our guest speakers are experts in their fields who will come together to share their knowledge and first hand experiences. All of the combined presenters represent decades of experience and knowledge in the seed industry.

We will start the day with basic phytosanitary 101: key updates from around the world, followed by presentations on the collaboration for plant pathogen strain identification (CPPSI), new plant breeding techniques, seed treatment and techniques, the California seed law, the FBI strategic partnership program and seed espionage, honey bee health and seed production and more. There will be time for questions following each speaker's presentation.

Your employees with many years of experience and those who are new to the industry will both gain invaluable knowledge and new information by attending the SIC. Students are welcome to attend and we are extending a special student registration rate.

The basic purpose of the conference is to provide an educational event for both managerial and technical personnel specific to the seed industry. The conference also provides an opportunity for networking with others in our industry. We are confident that the 2016 California Industry Conference will be beneficial to all attendees.

Sincerely,

George Gough

George Gough, CSA President
Monsanto Company