



HAY, GRAIN & FEED DEALERS ASSN.
Biltmore - Los Angeles, Calif.
1950

CGFA 100th Annual Convention



April 23-26, 2024
Laguna Cliffs Marriott Resort & Spa
Dana Point, CA



CONVENTION PROGRAM

The California Grain & Feed Association's 100th Annual Convention is the major event of the year for CGFA, featuring a program of business sessions, social functions and recreational activities. As the needs and interests of the industry change year to year, so do the program activities and topics presented at the Convention. This year's Convention Committee has put together a quality program we hope you enjoy!

Program At A Glance

Tuesday, April 23rd

- 11:00/5:00 Registration & Hospitality
1:00/3:30 Private Wine Tasting Cruise Aboard a Catamaran in Dana Point
5:30/6:30 CGFA Welcome Reception

Wednesday, April 24th

- 7:00/5:00 Registration & Hospitality
7:00/8:00 Past Presidents' Breakfast Meeting (*past presidents only*)
8:00/11:45 Business Session
- *Nano-Yield Technology: Clark Bell, Aqua-Yield*
 - *Policy, Politics and What to Expect from Washington: John Savercool, UBS Financial*
 - *Regenerative Agriculture: Dr. Cynthia Daley, CSU Chico*
 - *CGFA Annual Meeting/Reports: President Dan Mezger, Farmers Grain Elevator, Chief Executive Officer Chris Zanobini and Legislative Advocate Dennis Albani*
- 8:30/11:00 Spouse Program: Scavenger Hunt on Surrey Bicycles along Doheny Beach
12:00/2:00 Group Luncheon, Awards, Announcements and Keynote Address: Golfer and Inspirational Speaker Jeremy Poincenot
5:30/7:00 Industry Social Event with ocean view on the Vue Lawn at the Hotel

Thursday, April 25th

- 7:30/12:30 Registration & Hospitality
8:00/2:00 Golf Tournament at Monarch Beach Golf Links with Lunch
(*check-in 8:00 am / shotgun start at 8:30 am / limited to first 72 players*)
10:00/12:00 Whale and Dolphin Watching Cruise
11:00/2:30 Lunch & Shopping in San Juan Capistrano and VIP Tour of Mission San Juan Capistrano
6:00/7:00 Group Reception and Silent Auction
7:00/10:30 The Centennial Gala - President's Dinner & Entertainment

Friday, April 26th

- 8:30/10:30 Pickleball Tournament and Farewell Continental Breakfast

Cancellation Policy: The CGFA policy on refunds: full refunds will be given with an 11 day notice; 50% refund will be given within 3-10 days notice and there will be no refunds within 72 hours from the start of the convention.

SCHEDULE OF EVENTS

Tuesday, April 23rd

Registration: The registration and hospitality area will be open for members to stop by and mingle with other members and staff.

Private Wine Tasting Cruise: Attendees will be welcomed aboard the catamaran Ocean Adventure for a 2-hour private cruise for an intimate, unforgettable experience. Four wine tastings from The Organic Cellar — a winery that infuses great tastes, health, and fine living. This includes four, two ounce tastes of wine from The Organic Cellar, Cheese, crackers, fruit and nut platter and wine host. A spectacular view of Dana Point Harbor. All of the wine tastings are provided by The Organic Cellar. The 63 ft Ocean Adventure is an eco-friendly, state-of-the-art catamaran, and is fully equipped with an easy-access deli-style galley and full-service bar. Sit back, relax and enjoy the beautiful and charming Dana Point Harbor.

CGFA Welcome Reception: Join us as we kick-off the 100th Annual Convention with our traditional welcome reception. It is a chance to meet and greet everyone who is attending the convention this year with breathtaking views of the Dana Point Harbor from the lawn at the Marriott.

Wednesday, April 24th

Past Presidents' Breakfast Meeting: A private breakfast of the Past Presidents' Council. CGFA Past Presidents meet to visit with long-time friends and talk about issues impacting today's grain & feed industry.

The CGFA Business Session

Nano-Yield Technology: Clark Bell, Aqua-Yield. Founded in 2014, the Nano-Yield™ company is a pioneering force in the world of nanotechnology, dedicated to pushing the boundaries of what's possible at the nanoscale. As a leading innovator in the field, Nano-Yield leverages cutting-edge research and groundbreaking nano solutions to create a profound impact in the agriculture and turf industries. With a commitment to precision, quality, and sustainable advancements, Nano-Yield strives to bring their patented nanotechnology to growers worldwide.

Policy, Politics and What To Expect from Washington:

John Savercool, UBS Financial

John Savercool serves as Senior Lobbyist and Managing Director of UBS Americas Inc., which covers all of the primary business units within UBS, including the Investment Bank, Wealth Management and Global Asset Management. In this capacity, John directs the firm's lobbying, political, and policy advocacy efforts at the federal level.

Regenerative Agriculture: Dr. Cynthia Daley, Center for Regenerative Agriculture & Resilient Systems; Rawlins Endowed Professor for Environmental Literacy; Organic Dairy Program Supervisor; Professor College of Agriculture

Regenerative Agriculture (RA) practices are those that have the potential to move landscapes in the direction of increased functionality by adhering to one or more of the principles of soil health, along with enhancing the synergies of ecosystem processes. Often a single practice can address multiple principles and processes. Suites of practices can have increased effectiveness and be part of a management system to provide ecological, economic, and cultural benefits to a farm or ranch operation.

CGFA Annual Meeting & Activity Reports: Get a 2023-2024 update on your partnership with CGFA from President Dan Mezger, Farmers Grain Elevator, a legislative update by Dennis Albiani and a review of the activities of this past year from Chief Executive Officer Chris Zanobini. CGFA Foundation President Bob Gallagher will announce the winners of the 2024 scholarships.

Spouse/Guest Program: Enjoy the beautiful views on this surrey scavenger hunt bike ride along Doheny State Beach. Did you know Doheny State Beach is California's first state beach? The beach and its surrounding areas are chock-full of California history. After taking off from the starting point at Doheny State Beach, you'll come across the San Juan Estuary, where the mouth of the San Juan Creek meets the Pacific Ocean.

Group Luncheon and Keynote Speaker:

The group luncheon features CGFA awards and recognition of retiring board members, presentations, the introduction of the new CGFA President and board members. During our luncheon we will be celebrating and honoring some of CGFA's distinguished past presidents. They are a big part of our 100th celebration. The luncheon will conclude with this year's keynote speaker, **Jeremy Poincenot**. Jeremy is an Inspirational Speaker traveling the world, sharing his story to inspire audiences to take control of life and turn trauma into triumph. Jeremy is not your ordinary motivational speaker. With a powerful personal narrative, a little wit and a strong inspirational message, he has made it his mission to help his audiences rise up to their biggest obstacles and see them as opportunities. He thought the game of golf he loved was over when he was diagnosed with a rare disease but with hard work, dedication and the support of family and friends, he quickly learned that his golfing career had just begun.

Industry Social Event:

Personal relationships are essential to keeping business running smoothly. At this year's Industry Social Event enjoy the camaraderie of the CGFA membership and friends in the industry as you stroll around and enjoy the scenic views, food and drinks on the Vue Lawn. We have created a fun and casual event for all to enjoy.



Thursday, April 25th

CGFA Golf Tournament at Monarch Beach Golf Links:

The annual golf tournament will be held at the Monarch Beach Golf Links in Dana Point. Few California golf resort experiences can match the blend of stunning natural beauty and the variety of challenges presented at Monarch Beach Golf Links. Here, along the dramatic bluffs overlooking the Pacific Ocean in Southern California, master golf architect Robert Trent Jones, Jr., has fashioned a one-of-a-kind golf course design – challenging and fair, with views of surf breaks on every hole. Monarch Beach Golf Links is an intriguing Orange County,

CA, layout – one of only a handful of oceanfront golf courses throughout California. Registration begins at 8:00 am followed by a shotgun start at 8:30 am. Player's limited to the first 72 players to register. The tournament will conclude with a group luncheon.



Dolphin and Whale Watching Tour: See whales, dolphins, other sea life, and breathtaking coastal views during your private and unique experience at Dana Point. Your captain and marine life expert is your personal narrator during your two-hour adventure! Just walking distance from the hotel join Dana Point's first whale watching company and delight in the exciting sights and sounds of the magnificent ocean creatures at Dana Wharf. Known as a landmark for marine life sightings, Dana Wharf's whale and dolphin watching adventures offer rare glimpses into a huge variety of underwater wildlife and gorgeous scenic views you'll never forget.

Thursday, April 25th cont'd.

Mission San Juan Capistrano Tour, Site Seeing and Lunch: The tour picks you up at the Marriott and takes you downtown San Juan Capistrano where the group will have time to stroll around the shops and sites and then enjoy a delicious luncheon at a local favorite restaurant. Then it's off to the Mission San Juan Capistrano for a VIP guided tour of the beautiful grounds at the Mission. Explore the wine vat, visit the private Sacristy of the Ruins, and touch the historic Mission bells! Famous for the Annual Return of the Swallows, Mission San Juan Capistrano is the "Jewel of the California Missions".

Group Reception and Silent Auction: Join the festivities along with all the attendees you have interacted with during this convention as you stroll around this no-host reception. This is a great chance to meet new friends or spark a new business opportunity and strengthen relationships. Bid on some fabulous items in the silent auction -- sports tickets, wine, trips, baskets and other surprises!

The Centennial Gala President's Dinner and Entertainment: For 100 years, the California Grain & Feed Association has been the power, thought and voice of our industry. Please join us as we honor the past, celebrate the present and feed the future at the Centennial Gala. This elegant and memorable event includes a reception, formal dinner and special presentations. Dance the night away to a unique band, Decades, performing tunes from the 1940s to today. You won't want to miss it!

Friday, April 26th

Pickleball Tournament: Challenge yourself this year and join us Friday morning for the CGFA Pickleball Tournament! All level of players welcome for this round robin format. A continental breakfast and refreshments along with prizes for the winners is included.

Our special thanks to the 2024 planning committee:

President & First Lady, Dan & Sonia Mezger
Farmers Grain Elevator

Mark & Shareen Mezger
Farmers Grain Elevator

John & Caroline Pereira
Frontier Ag Company

Justin & Melicia Pereira
Frontier Ag Company

Paul & CeCe Quinn
Penny-Newman Grain Company

Bob & Faith Gallagher
A.L. Gilbert Company

John & Beverly Austel
NuWest Milling LLC

Anthony Georgouses
E.B. Wakeman

HOTEL INFORMATION

Laguna Cliffs Marriott Resort & Spa

Laguna Cliffs Marriott Resort & Spa, where this beach-chic hotel provides awe-inspiring views of the Pacific Ocean. Seek new adventures with prime location near Doheny State Beach, Dana Point Harbor and Laguna Beach, perfect for a day trip. Throughout the resort, enjoy a casually sophisticated setting across the guest rooms, restaurants and full-service spa. Following a day of pampering at the spa, make yourself at home in one of the renovated accommodations which offer deluxe bedding, up-to-date in room amenities, and balconies to take in a sunrise or sunset in select rooms. When hunger strikes, order room service or visit OverVue Lounge and dine on the outdoor deck.



Our CGFA Group Rate is \$309.00 for Guestrooms
Reservation "Cut-Off-Date" is April 1, 2024

Identify Yourself as Part of the California Grain & Feed
Association when calling Reservations
@ 888-236-2427

You can also use the weblink if you prefer to book online.

<https://book.passkey.com/event/50581510/owner/10863/home>

See the CGFA Website Events Page:
<https://cgfa.org/events/>

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