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Dear CGFA Members & Friends of the Industry:

For 100 years, the California Grain & Feed Association has been the power, thought and voice of our industry. Since the beginning, our collective voice has accomplished many great things. Today, our strength and unity are more important than ever. It is my pleasure to invite you to attend CGFA's 100<sup>th</sup> Annual Convention as we honor the past, celebrate the present and prepare for the future of this important organization. Our 100<sup>th</sup> Annual Convention will be April 23-26, 2024 at the Laguna Cliffs Marriott Resort & Spa in Dana Point, CA.

As we tackle issues that face the industry, coming together and networking as an industry continues to be the key to our success. This year's program has been created to educate, celebrate and engage our members and partners in the agricultural industry. CGFA is pulling out all the stops for this elegant and memorable event with informative speakers, interactive receptions, a semi-formal Centennial Gala dinner with entertainment and golf at the beautiful Monarch Beach Golf Links. CGFA is working hard to ensure the growth and prosperity for the grain & feed industry in California.

The CGFA Annual Convention draws attendees from across the country. It is an essential link in bringing greater communication and stability to the grain and feed industry. Your support and participation are invaluable in keeping the Association strong and I would personally like to ask you to join us in Dana Point this April.

Enclosed is the Convention program, registration and additional informational materials. Registration is open and the hotel is accepting reservations at the group rate of \$309.00. The discounted rate is only available until April 1<sup>st</sup> or when our block is full. In addition, we have our dedicated micro website for this event at <https://cgfa.org/convention/> as well as our CGFA App. Go to your App store and download CGFA – contact the office for your login/password. Your past support and involvement are sincerely appreciated, and we look forward to seeing you in Dana Point this year.

Sincerely,

Dan Mezger, Farmers Grain Elevator  
CGFA President