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Aloha CGFA Members & Friends of the Industry:

The California Grain & Feed Association has been the strength behind our industry, shaping its future with unity and purpose. As we set our sights on new horizons, we invite you to join us in paradise for CGFA's 101st Annual Convention, April 22-25, 2025, at the stunning Waikoloa Beach Marriott Resort & Spa, Hawaii. The theme this year is "Ho'Omau" - Perseverance and Resilience.

Just as the ocean's tides shape the shore, our collective efforts shape the future of California's grain & feed industry. This year's convention is designed to educate, celebrate, and connect—offering engaging speakers, interactive networking opportunities, and the chance to embrace the aloha spirit while strengthening our industry bonds.

We're pulling out all the stops for a truly unforgettable experience, featuring:

-  Inspiring and educational industry speakers
-  Sunset receptions with island vibes
-  An island themed President's dinner with entertainment
-  Golf at the breathtaking Waikoloa Beach Course
-  Snorkel Cruise and/or a Waterfall Hike and Swim

CGFA's Annual Convention is a key gathering that unites industry professionals from across the country. Your support and participation help keep our association strong, and we'd be thrilled to see you join us in the islands this April.

Enclosed, you'll find the Convention program, registration details, and hotel information. Registration is now open, and the hotel is accepting reservations at the special group rate of \$315 per night—available until April 1st or until the block is full. You can also visit our event website at <https://cgfa.org/convention/> or download the CGFA App for event updates (contact our office for login details).

Mahalo for your ongoing support—we look forward to welcoming you in Hawaii.

Regards,

A handwritten signature in black ink, appearing to read "Kris Vander Maarl".

Kris Vander Maarl
CGFA President