

YOU'RE INVITED!

OREGON SEED ASSOCIATION

ANNUAL SUMMER CONVENTION

JUNE 16-17, 2021

Business Meetings
Golf Tournament
BBQ Dinner



Welcome Message

One of the succinct goals that the Board had for this year was to provide a “World-Class” Summer Convention. It was planned to be at Eagle Crest Resort and provide a family affair complete with all the fun of Central Oregon, including golf and fly fishing. However, Covid continues to have alternative plans. But we are not going to let Covid have the last word, and to that end, we warmly invite you to a modified albeit excellent slate of events that includes a virtual convention on June 16, and a beautiful day of golf on June 17 at Langdon Farms. Also, I know you will enjoy our keynote speaker, Mark Herbek (profile in packet). Mark’s work is top-notch, and you won’t want to miss the insights he shares that have direct impacts on how we operate in a fast-changing world! I promise, you won’t be disappointed.

In addition, regardless of whether you golf or not, we are extending an invitation to join the OSA at a sit-down BBQ brisket dinner and drinks at Langdon Farms. Because of the generosity of our faithful sponsors, we are happy to say that **all** money you pay for the golf and dinner events will go directly to our scholarship fund to keep the turf profession alive and well in the next generation!

The theme of this year’s convention is “Resilience.” Resilience is defined as “the capacity to recover quickly from difficulties; toughness.” As I have had the privilege of being your President for the past year, I can attest that our industry is more than resilient. Despite the many challenges associated with Covid including keeping our workforce healthy, not only have seed companies and growers worked together to get seed to market, but the market has responded with sales that are at levels not seen in years. We can say, it is a good time to be in grass seed!

I am proud on behalf of the industry to lead an OSA Board that is dedicated to bringing value to its members, even in trying times. Your Board has done a fantastic job in making sure to give voice to the industry in ways that help us meet the challenges and opportunities of a unique year but also with a laser-like focus on the future. Nothing would mean more to your OSA Board than to get together in large numbers (in a Covid-friendly way), have fun together and let Covid know, that while we can’t wait for it go away, **we are here to stay!**

Can we count on your support?

James Schneider
OSA President



Registration

Due to the generosity of our sponsors, all fees paid for dinner and golf will be donated to the OSA scholarship program. Fees are a suggested minimum. Additional donations will be accepted with gratitude!

Register by June 1 to avoid late fees. If you need to cancel a registration, please do so by June 1 for a full refund. Any cancellations after that date, regrettably, cannot be honored.

Registrations for the golf tournament at Langdon Farms must be received by June 1 to guarantee play.

Register online or download form at www.oregonseed.org/events/summer-convention. Payment is accepted by check, credit card or PayPal.

Exhibit Booth Space

Exhibit booth space will be offered virtually on Wednesday, June 16, with each exhibitor assigned a dedicated Zoom link to visit with customers. The meeting agenda has been designed with several long break times between meetings so exhibitors have time to meet with attendees.

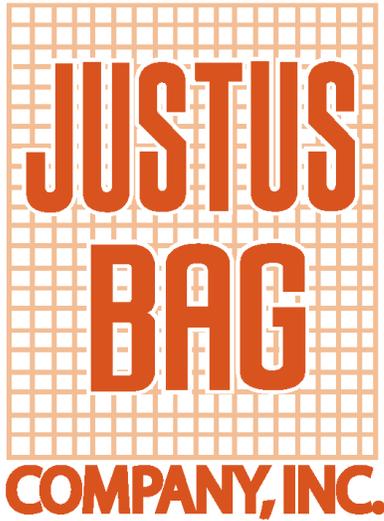
See attached registration form to reserve exhibit space. Most sponsor packages include complimentary exhibit space; sponsors should confirm package benefits before registering.

Meeting Guidelines

- Only registered guests will be issued link to Zoom meeting to the email address provided at registration.
- All guests joining meeting will be verified by attendee's email address provided at registration.
- Check in times are 15 minutes prior to scheduled session. Due to the number of guests attending, it is encouraged that you login early to join the meeting.
- All guests are asked to remain on mute mode until recognized by meeting host.
- Comments for General and Closed sessions will be taken in order received. Enter your name in chat window and moderator will recognize and invite you to speak.
- Pre-planned motions to be considered during General Session must be submitted to smith@pacwestcom.com **by June 14** in writing to be guaranteed consideration by membership. This will be strictly enforced.
- Motions to be considered during Closed Session must be submitted to smith@pacwestcom.com **by June 16 at 12:30 pm** in writing to be guaranteed consideration by membership. This will be strictly enforced.

Annual Sponsors

Diamond



Platinum



Gold



Silver



Bronze

DOUBLE RIVER FORWARDING LLC



Convention Sponsors

Golf Beverages



Reception & Dinner Beverages

DOUBLE RIVER FORWARDING LLC



Preliminary Agenda

WEDNESDAY, JUNE 16

Registration/Check-In

7:45-8:00 am

Welcome & Opening Comments

8:00-8:10 am

Keynote Presentation

8:10-9:00 am

Mark Herbek, Cleveland Research Company

General Session

9:00-10:00 am

Break/Visit Exhibitor Booths

10:00-10:30 am

Committee Meetings

OPEN TO ALL ATTENDEES

Science & Technology Committee Meeting

10:30-11:00 am

Chair: Brenda Landis, Allied Seed

Legislative Committee Meeting

11:00 am-11:30 am

Chair: JP Olson, Proseeds Marketing

Break/Visit Exhibitor Booths

11:30-11:45 am

Logistics & Freight Committee Meeting

11:45 am-12:15 pm

Chair: Dustin Withee, Smith Seed Services

Lunch

12:15-1:15 pm

Associates Committee Meeting

1:15 pm-1:45 pm

Chair: Terri Burr, Pennington Seed

Data & Production Committee Meeting

1:45-2:15 pm

Chair: Lucas Solis, Pure Seed

Public Relations Committee Meeting

2:15-2:30 pm

Chair: Phill Lindgren, GO Seed

Closed Session

3:00-4:30 pm

FOR ACTIVE MEMBERS ONLY

THURSDAY, JUNE 17

Golf Tournament

1:45-6:45 pm (shotgun start)

Langdon Farms Golf Club

24377 NE Airport Road, Aurora, Oregon

Includes: Green fees, cart, and 2 sponsored beverages. A mulligan and "throw" available for extra fee, and money raised will directly support the scholarship fund.

Proper golf attire is greatly appreciated while at Langdon Farms Golf Club. Collared shirts are required, no denim and soft spikes only, please.

Banquet Dinner

6:45-9:45 pm

Langdon Farms Golf Club

24377 NE Airport Road, Aurora, Oregon

Menu: Smoked BBQ brisket, grilled BBQ-based chicken breast, bacon au gratin potatoes, rotini pasta salad, molasses baked beans, fresh fruit salad, seasonal vegetable, rolls, butter, dessert.

Keynote Presenter



MARK HERBEK, CFA

Executive Director, Partner



Mark Herbek is a founding partner and an Executive Director at Cleveland Research Company (CRC), one of the most differentiated and sought after independent research firms in existence today.

Through a consistent and repeated proprietary research process, Mark and his team are able to spot trends and inflections quicker and more accurately, which helps manufacturers, distributors, and retailers be faster, smarter, and more agile year-to-year.

The company's research process also helps equip their partners with a unique perspective that drives more informed decisions on the business challenges and channels of distribution that matter most, giving you an edge in your moment of truth decisions.

Mark works directly with CEO Eric Bosshard, and has published detailed industry research across consumer retail and the Professional / Contractor market for over 20 years with a concentrated focus on the home improvement, building products and garden / seasonal industries.

Mark has been invited to speak at dozens of global industry events annually, and has also earned the right to use the CFA (Chartered Financial Analyst) designation, considered the global standard within the financial analysis community.

He and his wife Suzanne live in Colorado with their two children Benjamin and Elise.

Convention Staff

If you do not find the answers to any questions in this booklet, please do not hesitate to contact any one of the following convention staff. Your feedback is always appreciated.

James Schneider
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www.oregonseed.org

Registration Form

Register each person in your company separately and include spouse and children if also attending. Indicate the events and activities each person will attend, as well as meal selections. Let us know if there are food allergies or other dietary concerns. If you have any questions or concerns, please do not hesitate to contact Angie Smith at 503-685-7555.

Register by June 1 to avoid late fees. Golf tournament requires registration by June 1 to guarantee play.

Company: _____	Contact Name: _____
Attendee Name: _____	Spouse Name: _____ <i>Print as you want to appear on name badges</i>
Attendee Phone: _____	Email: _____ <i>Phone and email will be used for list of attendees in conference materials</i>
Child Name: _____ Age: _____	Child Name: _____ Age: _____
Child Name: _____ Age: _____	Child Name: _____ Age: _____

	Register Before:	6/1/21	6/15/21	
<input type="checkbox"/> Business Meetings–June 16 <input type="checkbox"/> General Session/Committee Mtgs <input type="checkbox"/> Closed Session <i>Registration required to receive meeting link(s)</i>	<input type="checkbox"/> Member	\$20	\$40	\$ _____
	<input type="checkbox"/> Non-Member	\$50	\$70	\$ _____
<input type="checkbox"/> Golf Tournament–June 17 Includes green fees, cart, practice balls, and 2 sponsored beverages Handicap: Attendee _____ Guest _____	Qty: _____	\$50	n/a	\$ _____
<input type="checkbox"/> Golf Mulligan & Throw Supports scholarship fund	Qty: _____ (1 per player)	\$20	n/a	\$ _____
<i>Golf teams will be assigned. If you would like to play with specific team members, send email to Micah Gould at mgould@barusa.com</i>				
<input type="checkbox"/> Reception & BBQ Dinner–June 17 Includes 2 drink tickets. Children 10 & under are welcome at no charge.	<input type="checkbox"/> Member	\$50	\$70	\$ _____
	<input type="checkbox"/> Non-Member	\$50	\$70	\$ _____
	<input type="checkbox"/> Spouse	\$50	\$70	\$ _____
	<input type="checkbox"/> Child (age 11-17)	\$30	\$50	\$ _____
<input type="checkbox"/> Exhibitor Space: Private Zoom Link Space is limited-sponsors have priority; sponsors should confirm package benefits before submitting this form.	Qty: _____	\$50	\$50	\$ _____

SUBTOTAL:	\$ _____
ADDITIONAL DONATION TO SCHOLARSHIP FUND	\$ _____
(CALL IF ANY QUESTIONS ABOUT DISCOUNT)	SPONSOR DISCOUNT: (\$ _____)
GRAND TOTAL: \$ _____	

Payment

Credit Card #: _____ Exp. Date: _____ CVC #: _____

Check enclosed payable to Oregon Seed Association

Send Invoice (*members only*)

Late fees apply after June 1; refunds cannot be honored after that date.