

CALIFORNIA  
**GRAIN  
& FEED**  
ASSOCIATION

94<sup>TH</sup>

# ANNUAL CONVENTION

APRIL 25-28

2018

NAPA, CA

**RISING ABOVE  
ADVERSITY**

The Silverado Resort & Spa

# CONVENTION PROGRAM

The California Grain & Feed Association's Annual Convention is a major event of the year for CGFA, featuring a program of business sessions, social functions and recreational events. 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

### **Wednesday, April 25th**

- 10:00/5:00 Registration & Hospitality  
10:00/4:00 Pre-Convention JDH Golf Tournament at Eagle Vines Golf Club  
6:00/7:00 CGFA Welcome Reception

### **Thursday, April 26th**

- 7:00/5:00 Registration & Hospitality  
7:00/8:00 Past Presidents' Breakfast Meeting (*past presidents only*)  
8:00/11:45 Business Session
- *The 10 Year Forecast on the Future of California's Water Situation by: Lauren Layne, Baker Manock & Jensen, PC*
  - *Economic Trends by: Dr. Michael Swanson, Wells Fargo Bank*
  - *CGFA Annual Meeting/Reports by: President Ken Zeman, Harris Feeding Co. and Chief Executive Officer Chris Zanobini and Legislative Advocate Dennis Albiani*
  - *Safe and Sustainable Feed and Food Production through Education and Research by: Dr. Frank Mitloehner, UC Davis*
  - *Invited to Speak: Undersecretary Ted McKinney*
- 8:30/11:30 Spouse Program: Breakfast and Cheesemaking Class  
12:00/2:00 Group Luncheon, Awards and Keynote Speaker  
*Johnny Miller, PGA Tour Hall of Famer and NBC Broadcaster*  
6:00/8:00 Industry Social Event Featuring Local Wine Tasting Opportunities

### **Friday, April 27th**

- 7:30/1:00 Registration & Hospitality  
8:00/2:30 Golf Tournament at the Silverado Resort North Golf Course  
9:30/3:00 Wine Demo Class and Lunch at CIA @ Copia, Napa  
10:00/2:30 Napa Valley Wine Train Luncheon  
10:00/12:00 or 1:00/3:00 Napa River History Tour on Kayaks  
9:00/12:00 or 2:00/5:00 Segway Tour of Yountville  
6:00/7:00 No-Host Reception  
7:00/10:30 President's Dinner, Auction and Traveling Spectacular Show

### **Saturday, April 28th**

- 8:30/11:30 Bocce Ball Tournament

**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



## Wednesday, April 25th

**Registration at the Silverado Resort & Spa:** The registration and hospitality area will be open for members to stop by and visit with staff and other members while enjoying some refreshments.

**Pre-Convention JDH Golf Tournament at Eagle Vines Golf Club:** Eagle Vines Golf Club is an 18 hole, par 72 golf course. Designed in part by the World Golf Hall of Famer, Johnny Miller, this Napa Golf Club is not only challenging, but an excellent way to indulge all the senses. The Grill at Eagle Vines has excellent ambiance with its panoramic views of the golf course. Eagle Vines is one of the very few golf courses that is not surrounded by homes, it's just pure golf in nature.

**CGFA Welcome Reception:** Join us as we kick-off this year's convention with our traditional welcome reception. It is a chance to meet and greet everyone who is attending the convention this year. You can grab a sneak peek at some of the fabulous items in the silent auction -- sports tickets, wine, trips, baskets and other surprises!

## Thursday, April 26th

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

### The CGFA Business Session

**Water: The Forecast of the Next 10 Years on The Future of California's Water Situation by: Lauren Layne, Baker Manock & Jensen, PC:** Lauren will discuss: the water supply outlook; give us an update on where we are with the implementation of the Sustainable Groundwater Management Act. Her presentation will include a look at the current and proposed regulations affecting water availability, both from a water supply and water quality standpoint. And - what's next? Key elements to consider for the future of farming and agriculture in California.

**Economic Outlook by: Michael Swanson, Wells Fargo & Company:** Michael Swanson is an agricultural economist and consultant for Wells Fargo, the largest commercial agricultural lender in the United States. Based in Minneapolis, his responsibilities include analyzing the impact of energy on agriculture and forecasting for key agricultural commodities, including wheat, soybeans, corn, and livestock sectors, such as cattle, dairy, and hogs. Additionally, he helps develop credit and risk strategies for Wells Fargo's customers, and performs macroeconomic and international analysis on agricultural production and agribusiness.

**CGFA Annual Meeting & Activity Reports:** Get a 2017-2018 update on your partnership with CGFA from President Ken Zeman, Harris Feeding Co., a legislative update by Dennis Albiani and a review of the activities of this past year from Chief Executive Officer Chris Zanobini.

**Safe and Sustainable Feed and Food Production through Education and Research by: Dr. Frank Mitloehner, UC Davis:** This presentation will provide an update on the Global Feed Industry Initiatives and the Institute for Feed Education and Research (IFEEDER) commitment to continue to support and encourage the sustainable development of animal production. Hear how, through innovation and efficiency, animal feed has proven to be an essential part of the solution to make the livestock production chain more sustainable. Dr. Mitloehner will also update the industry on the UC Davis feedmill upgrade project.

**Invited Guest Speaker: Undersecretary Ted McKinney**  
Trade and Foreign Agricultural Affairs in the USDA.

*(unable to confirm at the time of printing but we are hopeful)*

**Spouse/Guest Program:** Brunch and Cheese Making Class by Sheana Davis. Our guest speaker will break down the steps to cheese making, making it accessible, easy and fun with an energetic, hands-on class that teaches participants how to craft a fresh, warm ricotta cheese that is ready to serve and enjoy within 90 minutes. All ingredients used are readily available in any local grocery store and the cooking supplies used reside in most home cook's kitchens. Participants work in a group to create the cheese; they pour the milk, ladle and scoop the curds, and within minutes they have a delicious, fresh ricotta cheese ready to enjoy.

**Group Luncheon and Keynote Speaker: PGA Tour Hall of Famer Johnny Miller.** The group luncheon features CGFA awards and recognition of retiring board members, presentations, the introduction of the new CGFA President and board members as well as the keynote address. Our featured speaker this year is Johnny Miller. In 21 years, Johnny won 25 times on the PGA Tour and was inducted into the PGA Tour Hall of Fame. He followed that up with a career in broadcasting and still commentates for NBC. Johnny writes a monthly column for GOLF magazine. The two golf courses at The Silverado were redesigned by Johnny Miller and feature dozens of water crossings, elevation changes and routing through historic oak trees.

**Industry Social Event at the Silverado Resort and Spa:** The Silverado brings the Napa Valley wine tasting experience right to you. At this year's Industry Social Hour join the camaraderie of the CGFA folks as you stroll around this "Taste of Napa Valley Wine" themed reception where you can stay on property and have a variety of wineries come to us. This is a great chance to meet new friends or spark a new business opportunity and relationship.

## Friday, April 27th

**Golf Tournament at Silverado Golf Course:** The annual golf tournament will be held at the home of Safeway Open - the North Course of Silverado Golf Club. Located in the heart of the Wine Country, the championship golf course is only available to members or resort guests. Redesigned by PGA Hall of Famer Johnny Miller, the course features dozens of water crossings, elevation changes and routing through historic oak trees. The tournament ends with the group lunch, awards and prizes.

**The Culinary Institute of America at Copia:** This optional event features a wine class followed by a wonderful lunch. Napa Valley versus The World! How do wines like New Zealand Sauvignon Blanc, Italian Sangiovese, and French Bordeaux compare with the wines we make in California? What are the key factors that determine a grape's characteristics, and how may those factors change when exploring a wine from Europe or North America? How can we understand our preferences for one wine or another, and are those preferences strictly based on flavor? Join us for a series of comparative tastings of the wines of Napa Valley and their counterparts around the world, as we attempt to answer these and other questions. Program ends with an unforgettable lunch at The Restaurant at CIA Copia in Napa!

**All Aboard! The Napa Valley Wine Train:** Travel back to an elegant age. These expertly refurbished 1915-1917 Pullman Cars create an atmosphere ideal for relaxation. Experience two different types of railcar - a 1915 or 1917 Pullman dining car and a 1915 Pullman lounge car. The trip includes: multiple course gourmet meal; welcome taste of wine; and a 3 hour journey aboard a vintage train. You have a choice of the pullman dining car or for an upgraded price you can dine in the Vista Dome upper glass car.



**Napa River History Kayak Tour:** Take a guided kayak voyage on the beautiful Napa River history tour and learn about the rich history of the Napa Valley. Traveling by kayak will expose the area from a unique insider's perspective revealing Napa's most provocative secrets. Kayaks, Life Vests, Paddles and a professional Tour Guide are included. You will get a little wet, not soaking wet! The tour is approximately 1 1/2 to 2 hours long. *(limited seating 15 each /2 times offered 10:00 / 1:00)*

**Segway Tour in Yountville:** Treat yourself to an unforgettable experience on a segway tour of Yountville. This tour is very limited in the number of participants. They only have approximately 10 spots at 9:00 am. and 10 spots at 2:00 pm. The tour will be a Yountville Wine & Cheese Tour along vineyard lined streets, includes stopping at a boutique winery. Segways travel on street, sidewalk and trails. *(Wineries do charge a tasting fee which they waive if you purchase wine.) (limited seating/2 times offered)*

**President's Dinner, Auction and Spectacular Show Entertainers:** Our Friday night dinner will be held outdoors, under the stars in the Grove, an idyllic sanctuary nestled on the gently rolling landscape of the South Golf Course. Dining in the Grove you can enjoy a tranquil escape under the oak trees. There will be auction activities, a reception, and a wonderful dinner. After dinner, we will have entertainment by The Traveling Spectacular, a surrealist vaudeville experience inspired by the dreams and dust of a bygone age. Allow your sense of wonder to ignite as we take you on a journey into the imagination. The show is live entertainment complete with live music by the Oddjob Ensemble, grand illusions, a sword swallowing prestidigitator extraordinaire, vaudevillian comedy, and a bevy of dancing beauties!

**Saturday, April 28th**

**Bocce Ball Tournament:** Challenge yourself this year with something new and join us Saturday morning for the first CGFA Bocce Ball Tournament! Bocce, also known as Italian lawn bowling, is one of the most widely played games in the world and is one of the oldest lawn or yard games. The game is simple, can be played by people of all ages and skill levels, and will be played on three bocce courts at The Silverado Resort located by the Spa. Join us this final morning of the convention for continental breakfast, refreshments, "Bloody Marys and Bocce" or perhaps just coffee along with prizes for the winning teams.

**HOTEL INFORMATION**

**Silverado Resort and Spa in Napa Valley**

Silverado Resort and Spa is a luxury resort in the heart of the world-famous Napa Valley Wine Country! Located just an hour north of San Francisco, it's all tucked away from the city while still being close to the Bay Area action. The soothing, full-service spa sets the stage for relaxing comfort, offering massages, facials, manicures, pedicures and more. Two PGA championship golf courses, which are overseen by World Golf Hall of Fame member, lead golf analyst for NBC Sports, and resort co-owner Johnny Miller, 13 lighted tennis courts, and biking and hiking trails on-site ensure excitement at every corner. And thanks to its Napa Valley Wine Country location, it's all close to more than 400 wineries.

[www.silveradoresort.com](http://www.silveradoresort.com)

Call For Group Rates Start at \$189.00 Resort Guestroom / \$209.00 Junior Suite / \$229.00 One Bedroom Suite

Identify Yourself as Part of the California Grain & Feed Association when calling General Reservations @ (707) 257-0200

You can also use the weblink if you prefer to book online. <https://aws.passkey.com/event/15081028/owner/3366002/home> Which is on the CGFA Website Events Page: [www.cgfa.org](http://www.cgfa.org)

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**2018 CGFA Convention Committee**

President, Ken & Cheryl Zeman, Harris Feeding Co.

Chair Couple, Adam & Anne Goltz, Elanco  
Nicole & Jon Dominguez, ADM

Kate & Jeremy Horstmann, Foster Farms

John & Mary Kauffmann, J.D. Heiskell & Co.

James & Delia Netto, Penny-Newman Grain Co.

Jesse Moran & Maria Fernandez, Screw Conveyor Corp.

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