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# SHAPING OUR FUTURE

95TH ANNUAL CONVENTION

CALIFORNIA  
**GRAIN  
& FEED**  
ASSOCIATION

April 24-27, 2019  
Hyatt Regency  
Indian Wells Resort & Spa

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# CONVENTION PROGRAM

The California Grain & Feed Association's 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

### Wednesday, April 24th

- 10:00/5:00 Registration & Hospitality  
10:00/4:00 Pre-Convention JDH Golf Tournament at Stadium Course at PGA West  
5:30/6:30 CGFA Welcome Reception

### Thursday, April 25th

- 7:00/5:00 Registration & Hospitality  
7:00/8:00 Past Presidents' Breakfast Meeting (*past presidents only*)  
8:00/11:45 Business Session
- *Feed Ingredient Standards for Food Processing By-Products*  
by: Matt Frederking, Mid America Pet Food
  - *Efficient Agricultural Movement - Transportation Issues and Solutions Facing The Industry*  
Rail by: Brad Thrasher, UP / Trucking by: Colby Bell, Starlite Trucking
  - *Agricultural Economic Outlook for 2019 and Beyond*  
by: Dr. Michael Swanson, Wells Fargo Bank
  - *CGFA Annual Meeting/Reports* by: President Stephen Silva, E.B. Wakeman Company, Chief Executive Officer Chris Zanobini and Legislative Advocate Dennis Albiani
- 8:30/11:30 Spouse Program: "Cooking with Dates" Program by Local Chef  
12:00/2:00 Group Luncheon, Awards and Keynote Speaker  
*Invited to Speak - USDA Secretary of Agriculture, Sonny Perdue*  
5:30/7:30 Industry Social Event Featuring Local Craft Beer Tasting Opportunities

### Friday, April 26th

- 7:30/1:00 Registration & Hospitality  
8:00/2:00 Golf Tournament at the Players Course at Indian Wells Golf Course  
8:30/11:30 Red Jeep San Andreas Fault Tour  
8:30/12:30 The Living Desert Zoo Gardens Brunch Crawl & Behind the Scenes Tour  
1:30/4:30 Palm Springs Aerial Tramway Tour  
6:00/7:00 No-Host Reception  
7:00/10:30 President's Dinner, Auction and Entertainer Kevin Viner

### Saturday, April 27th

- 8:30/10:30 Cornhole Toss 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

## Wednesday, April 24th

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

**Pre-Convention JDH Golf Tournament played on the Stadium Course at PGA West:** A Pete Dye golf course, Stadium delivers multiple adrenaline rushes throughout the round. Stadium is the host course for the PGA Tour "Q-School" finals every other year. Golfers must navigate the island green of hole #17, known as Alcatraz, as well as the menacing water-lined 18th as they end their golfing journey. Rated one of the "Top 100 Courses to play" by GOLF Magazine and 4th toughest course in America in Golf Digest's "Top 50 Toughest Courses in America", there may be no greater challenge or excitement in the game of golf.

**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 25th

**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

**Feed Ingredients Standards for Food Processing By-Products by: Matt Frederking, Mid America Pet Food:** Matt will discuss the feed ingredient standards for food processing by-products which is critical in the marketplace and share the fundamentals of FSMA requirements for the many unique feed ingredients in our industry. He will also discuss the regulations that apply to feed ingredients originating from human food by-products when they are sent to pet and livestock food. Matt is the Chair of the NGFA's Feed Manufacturing and Technology Committee, serves on the NGFA's Feed Legislative and Regulatory Affairs Committee and is a Committee Advisor to the Association of American Feed Control Officials.

### Efficient Agricultural Movement - Transportation Issues and Solutions Facing The Grain & Feed Industry

**Rail by: Brad Thrasher, UP** Brad will be presenting information on how precision railroading works and how it will "shape our future" in California. In addition, he will address many of the rails concerns and issues impacting the industry. Brad is responsible for grain, grain products, food and refrigerated products and fertilizer. Since joining UP in 1988, he has held a wide variety of positions within UP's Marketing and Sales organization including roles within the Automotive, Chemical, Intermodal and Industrial Products business teams, as well as positions in Business Development, Training and Resource Planning. Brad serves on the TEGMA Board as well as the National Grain & Feed Association's Arbitration Committee.

### Trucking by: Colby Bell, Starlite Trucking

California's agricultural industry is dependent on the trucking industry to move product. California's trucking stakeholders are currently experiencing a transformative period that is altering how the industry is able to meet the demands of its customers. Technology advancements, regulatory requirements, driver shortages, and infrastructure needs are just some of the issues that are currently being taken on by the trucking industry. This presentation will address the trucking industries approach to dealing with owner operators, Dynamex, CARB regulations, and the incoming ELD mandate. Colby was the 2017-2018 Unit Chairperson for the California Trucking Association's San Joaquin Unit, and he currently serves on the executive committee for CTA. Colby is also as an advisor to the CARB Small Business Advisory Counsel to the ARB ombudsman's office. He is CEO of Starlite Trucking in Ceres, who has serviced the Ag Industry since 1979.

**Agricultural Economic Outlook for 2019 and Beyond by: Michael Swanson, Ph.D., 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 2018-2019 update on your partnership with CGFA from President Stephen Silva, E.B. Wakeman Co., a legislative update by Dennis Albiani and a review of the activities of this past year from Chief Executive Officer Chris Zanobini.

**Spouse/Guest Program:** Enjoy a morning brunch and "cooking with dates" demonstration by a local Palm Springs area chef. Dates are often referred to as nature's candy, and it's no wonder: We'd eat the sweet, chewy, and supremely snackable fruit by the handful any day. We love adding one or two pitted dates to our morning smoothies. But they're just as lovely in savory dishes, complimenting everything from appetizers, shakes to main entree's - dates make it all taste good.

**Group Luncheon and Keynote Speaker: Invited Speaker USDA Secretary Sonny Perdue.** 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 invited speaker this year is USDA Agriculture Secretary Sonny Perdue. If for some reason the scheduling does not allow Secretary Perdue to attend, rest assure we will have an incredible replacement that you're not going to want to miss.

**Industry Social Event at the Hyatt Regency Indian Wells Resort & Spa:** The Hyatt brings great craft beer tasting experience right to you. At this year's Industry Social Hour join the camaraderie of the CGFA folks as you stroll around and taste La Quinta Brewing Company featured craft beers. The Greater Palm Springs area, known around the world for its resorts and sunshine, is now home to great craft beer! La Quinta Brewing Co. opened its doors in the fall of 2013, and has quickly become a local favorite throughout the desert. Although relatively young, it's already an award winning brewery. They took home a bronze medal in year one for their Indian Canyon IPA at the 2014 San Diego International Beer Competition. No small feat considering San Diego's reputation as the "hop head" capital of the USA.



## Friday, April 26th

**Golf Tournament at Indian Wells Players Golf Course:** The annual golf tournament will be held at a John Fought-designed Players Course opened in November 2007. The Players Course features a classic American design complete with sculpted bunkers in a style reminiscent of Riviera, Winged Foot and the brilliant golf courses created by Dr. Alistair Mackenzie near Melbourne, Australia. Uniquely, Fought was able to seamlessly integrate many stately trees found on the original properties into his new designs to impart the unique feel of an older venerable facility while at the same time delivering a modern approach to golf course design. Most of the holes are oriented to take full advantage of jaw-dropping views of the San Jacinto, Santa Rosa and San Bernardino mountain ranges and majestic Eisenhower Mountain stands sentinel to the south. The tournament ends with the group lunch, awards and prizes.

### Friday, April 26th

**The Red Jeep Tour:** Extraordinary scenery abounds as a bright red Jeep winds its way through the multi-colored labyrinth of geological cuts and canyons of the San Andreas Fault. Listen to a naturalist guide entertain you with stories about the plants, animals, geology, and history of the California desert. After a convenient pickup from your hotel, set off on a 4-wheel-drive adventure to the private Metate Ranch, which lies within the San Andreas Fault zone. Explore the skeleton of the earth as you walk through this tortured and twisted terrain. As you step on lava-carved landscapes, your guide describes the geology of this mysterious area. Trek between the steep walls of deep canyons that were created by the powerful forces of plate tectonics, water, wind, and time. Then, explore a natural palm oasis, where crystal-clear water bubbles up from the underground aquifer.

**The Living Desert Zoo | Gardens Brunch Crawl & Behind the Scenes Tour:** This is a 3-hour tour with personal guides and private shuttles. A behind the scenes look at the Giraffe, Jaguar and Peccary areas will be memorable. Tours stop at every major exhibit, and your personal tour guide will lead you throughout the park, weaving animal facts, park history, and more into a fun and engaging safari that will be remembered for a lifetime. You'll experience the breathtaking views of Savannah's Landing and feed the giraffes. You'll visit the state-of-the-art animal hospital and learn about how we provide the highest-level care for all our animals, as well as discover how our team works tirelessly to help save species threatened with extinction. You'll also explore the District Commissioner's House; a unique, post-colonial building, closed to the public, for a private viewing of the majestic Amur Leopard. All the way you will stop, eat and drink: choices along the pubcrawl include *station #1* chicken & waffle bites with Irish Coffees; *station #2* breakfast sandwich sliders, bloody mary; *station #3* avocado toast, mimosa all with chilled water soaked in freshly sliced fruit.

**Palm Springs Aerial Tramway Tour:** The Palm Springs Aerial Tramway has the world's largest rotating tram cars which carry visitors from the Valley Station, elevation 2,643 feet, to the Mountain Station located at the 8,516-foot level at Mt. San Jacinto State Park and Wilderness. During your approximately ten-minute journey, tram cars rotate slowly, offering picturesque and spectacular vistas of the valley floor below. Once you reach the Mountain Station—elevation 8,516 feet—enjoy two restaurants, observation decks, natural history museum, two documentary theaters, gift shop and over 50 miles of hiking trails.

**President's Dinner, Auction and Entertainer:** On Friday night there will be auction activities, a reception, topped off by a delicious dinner. After dinner, we will have entertainment by one of the top booked entertainers in the United States, mentalist **Kevin Viner** who has appeared on Penn and Teller: Fool Us, Masters of Illusion, Don't Blink, commercials for both T-Mobile and Now You See Me 2, as well as on the PBS documentary Johnny Carson: King of Late Night. Kevin's wide-ranging interests often find intriguing ways into his shows. With a degree in mathematics, he can harness probability to determine how guests are most likely to respond.

### Saturday, April 27th

**Cornhole Toss Tournament:** Challenge yourself this year with something new and join us Saturday morning for the first CGFA Cornhole Toss Tournament! Join us this final morning of the convention for continental breakfast and refreshments along with prizes for the winners.

## HOTEL INFORMATION

### Hyatt Regency Indian Wells Resort & Spa

A Refreshing, Playful Indian Wells Resort and Spa. Nestled on 45 acres of lush landscape with golf and mountain views, Hyatt Regency Indian Wells Resort & Spa is the perfect Palm Springs area escape. Only 20 minutes from Palm Springs Airport, the resort is mid-valley for convenient access to shopping and outdoor adventures, with on-site dining and recreation including tennis and golf.

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



Our CGFA Group Rate is \$209.00 for Guestrooms

Identify Yourself as Part of the California Grain & Feed Association when calling General Reservations @ 760-776-1234

You can also use the weblink if you prefer to book online. <https://www.hyatt.com/en-US/group-booking/CHAMP/G-FEED>

Which is on the CGFA Website Events Page: [www.cgfa.org](http://www.cgfa.org)

Hyatt Regency Indian Wells Resort & Spa  
44600 Indian Wells Lane  
Indian Wells, CA 92210  
Local 760-776-1234

### 2019 CGFA Convention Committee

President Stephen Silva, E.B. Wakeman Company  
Chair Couple, Nicole & Jon Dominguez, Gavilon LLC  
Sarah & Corey Weber, NutraBlend  
Kirsten & Carl French, J.G. Boswell Company  
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