

.....  
:  
:  
**Working Vacation...  
Ride the Agricultural Wave**



# **California Grain & Feed Association ANNUAL CONVENTION**

**April 25-28, 2007  
Sheraton Resort  
Kaanapali, Maui**

P  
r  
o  
g  
r  
a  
m

## 83rd ANNUAL CONVENTION CALIFORNIA GRAIN & FEED ASSOCIATION

SHERATON MAUI RESORT, KAA NAPALI BEACH  
APRIL 25-28, 2007

### WEDNESDAY APRIL 25

#### **ALOHA YOUR BLOOD PRESSURE AT THE PAC RECEPTION**

What's the first thing you'll need to do after you unpack your Aloha shirts, unpack your grass skirts, unpack your snorkel gear, unpack your beach sandals and take a deep breath of that thick island air? Head straight for the lawn area and help us pack the place at the annual PAC reception. Proceeds from every mai-tai and pina colada will directly benefit the CGFA's *Political Action Committee*.

### THURSDAY APRIL 26

#### **OLD GUYS (USED TO) RULE!**

Well, we hate to call them old. It is probably kinder to say that a whole lot of sand has run through the personal hourglasses of the distinguished former presidents of our organization. This year they can dig their gnarled toes into that same sand when they meet beachside at the makena room for their annual convention breakfast. All past presidents of the association are encouraged to attend. Those who can recall them are invited to relive the glory days of their leadership!

#### **CGFA's PACIFIC TOPICS—THE ANNUAL BUSINESS SESSION**

As all conventions should, this one begins with a thoughtfully designed program of speakers addressing *CGFA-specific topics* that will broaden and deepen your knowledge of the issues that affect our industry. The Big Kahuna of our markets during 2007 will be the bio-fuels juggernaut, and your convention committee has arranged for a trio of excellent speakers to expound on that subject:

*THE ETHANOL QUESTION*: Former California Secretary of State **Bill Jones**, a principal in Pacific Ethanol, Inc. will share his outlook on the future of bio-fuels.

*BIODIESEL*: **Rick Margolin** of Energy Dependence Now will discuss California's legislative, regulatory, and political climate with respect to renewable diesel fuels, and the state's ability to produce the feedstocks to satisfy California's renewable diesel market.

*THE CHANGING ENVIRONMENT IN GRAIN MARKETS DUE TO A RAPIDLY EXPANDING ETHANOL INDUSTRY*: **Tom Tucker** of John Stewart & Associates will detail the past, present and future effects of the rapidly expanding ethanol industry on commodity prices and feed costs.

The business session will conclude with a review of the past year of our association's activities presented by CGFA President **Rich Hoch** and CGFA Executive Vice President **Rich Matteis**. Stick around for the grain-specific grains of truth that Rich and his other brother Rich have prepared for us. Join us in the Kapalua/Napili room for a high-value morning.

#### **SHELL GAMES—THE CONVENTION SPOUSE PROGRAM**

Running concurrently with the business session, this breakfast and networking session for those wielding the *true* power behind the thrones of our industry will afford all comers an opportunity to try their hand at traditional Hawaiian handicrafts. All spouses, children and other convention attendees are welcome to learn a variety of creative skills through hands-on sessions with our committee ladies and local artists. Meet in the Kula/Hana Room.

## THE CONVENTION LUNCHEON

After the productive business session the group will enjoy a delicious luncheon including the traditional awards presentations and keynote speaker. This year we are pleased to announce that Jeff Peterson will be speaking on what another industry has done through creative thinking to grow or bring the industry to the next level. His presentation is done Hawaiian style which includes his love of surfing and how far that industry has developed with a “thinking out of the box” approach to growth.

## NUCLEAR ISHin’—THE INDUSTRY SOCIAL HOUR

It has become known as “the ISH”, the centerpiece gathering and networking opportunity of every CGFA convention that began life as the Industry Social Hour. Always one of the convention’s best-attended events, the venue for this year’s ISH will bring a new luster and energy to this legendary assembly. The Ocean Lawn at the Sheraton Maui is just that, a big green expanse that goes right to the edge of where the big blue expanse begins; it’s an ideal vantage point to enjoy the nuclear sunsets of Maui. Fabulous island fare, beverages and entertainment will set the radiation level extremely high for this year’s ISH, so do NOT miss this “rendezvous with a view”!

## FRIDAY APRIL 27

### THE KAA N GAME—CONVENTION GOLF TOURNAMENT

Golf chairmen **Tim Grunsky** and **Jerry Marshall** brought their “A” game for this year’s convention golf outing at the magnificent, recently renovated *Kaanapali Kai* course adjacent to the hotel. For the first time in memory, golfers can stroll from their rooms to this spectacular golf venue featuring natural canals, gulches and lava rock boundaries lined with beautiful native flowers and trees (all of which should be avoided during your game). The large, undulating greens on the par 71 course will be a worthy challenge for our scramble-format contest, and the negotiated greens fees are so low you’ll feel like you’ve gotten the “*kama’aina* rate” that the locals pay.



### FIN FUN—A WEST MAUI SNORKEL EXCURSION

You want to see a *humuhumunukunuaapua’a*? There’s only one way to do it. You have to don mask, fins and snorkel and join us on this four-hour boat trip that will stop at some of the clearest, bluest and most aquaculturally rich spots on earth. You’ll not only see the *humu*, Hawaii’s state fish (does Nebraska have a state fish?), you’ll see a rainbow’s worth of its brilliant cousins as they nibble on the reefs around the island. You might also catch sight of a straggler humpback whale that has not yet departed for its summer in the Arctic. Your price for this adventure includes all gear and instruction, gratuities and associated fees. All you have to do is suit up in your swim duds, slap on some sunscreen, and go make a splash!

### THE DEEP BLUE SEE—ATLANTIS SUBMARINE TOUR

The *Atlantis* is a 46-passenger, air-conditioned deep water submarine peppered with portholes and viewing bubbles. It will take you 130 feet down and more than a mile offshore, where the fish get big, the eels get real, and the occasional octopus slides by. If you want to explore the ocean floor in a way that a snorkeler—or even most SCUBA divers—can’t, book passage on the *Atlantis*



and enjoy sights that only submarine riders get to witness. This is a great trip for kids as well; they can tell their friends who took the snorkel trip “I saw the fish that *eats* the fish you saw today!”

### PUPUS AND MUMUS—THE FRIDAY EVENING RECEPTION

A little translation here: “pupu” is the Hawaiian word for “hors d’oeuvre” (which is the French word for “snacks”). A “mumu” is what you wear to disguise the effects of too many pupus. You’ll see plenty of pupus *and* mumus at the Friday evening no-host reception on the Ocean Lawn, where you’ll also meet your golfed-out and water-logged industry associates. Come “talk story”, as the natives say, about your day of island fun before we take that fun to a whole new level at the farewell dinner that follows.



### PUTTING THE WOW IN LUAU—THE CONVENTION DINNER

We’ll say “aloha” to paradise in fabulous fashion with an extravagant island feast and program that shares the history of the Hawaiian islands through music, dance, and storytelling. Delicious Polynesian fare and professional entertainment will make this evening a treasured memory for years to come. Kids are welcome at this family friendly evening. If you brought an Aloha shirt or any brightly-colored resort wear, now is the time to fly those colors in celebration of time well invested in the re-education, re-invigoration and relaxation of your mind and body at the 83<sup>rd</sup> annual CGFA convention. Come “pig out” with your fellow grainiacs!

## SATURDAY APRIL 28

### ISLAND THREE MILE—THE CONVENTION 5K RUN and 2-MILE WALK

The good folks at *LaSalle Bank* have sponsored this opportunity to exercise away that extra helping of pineapple guava sherbet from last night’s luau. Race Directors **Scot** and **Sue Ann Hillman** have laid out a 5,000 meter course for the runners (and a two mile tour for the walkers) completely within the Kaanapali complex, so join us for “three miles on the island—a Maui meltdown”. Your entry fee gets you a commemorative T-shirt and post-race refreshments. (Mushroom cloud not included.)

### AGRICULTURAL TOUR

Join us as we tour Monsanto’s Kihei Foundation Seed Breeding Facility and the Hawaiian Cane & Sugar Plant. This tour will have two stops; first we will tour one of Monsanto’s farm stations on Maui. Next stop, the Hawaii Cane & Sugar Plantation. Hawaii is the largest producer of raw sugar. Come and see how they grow sugarcane on the Maui plantation and process the cane in two historic mills.

### ISLAND ASSISTANCE

For Additional Island Assistance with tours, etc. call Reba Schattenburg (800) 718-4708 with Hawaiian Island Essentials  
~ [www.hiislandessentials.com](http://www.hiislandessentials.com) ~

**SHERATON MAUI RESORT  
KAANAPALI BEACH:**

**Information / Room Reservations**

The CGFA convention will be held at **The Sheraton Maui Resort, Kaanapali Beach** located in Maui, Hawaii.

The Association has negotiated a combination group room rate of \$195.00 run of house, single/double and \$225.00 ocean view per night for the convention dates of **April 25-28, 2007** (these rates may apply to three days before and three days after as available) Reservations must be made by the deadline of March 9, 2007 to receive this discount group rate. **You must call the hotel directly at (808) 921-4645** or go to the website set up for CGFA or go to [www.cgfa.org](http://www.cgfa.org) and click on the "events" section.

<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0610095062&key=2D9E>

Just three miles from the bustling town of Lahaina, the Sheraton Maui Resort rests amidst world-class shopping and dining venues. All of our 510 rooms and suites reflect the old world charms of Hawaii and your very own private lanai offers unequivocal vistas of the outdoors. From the moment of arrival, the promise of this legendary location is clear.

**Sheraton Maui Resort**  
**2605 Kaanapali Parkway**  
**Lahaina, Hawaii 96761**  
**Phone: (808) 921-4645**  
[www.sheraton.com/maui](http://www.sheraton.com/maui)



**CANCELLATION POLICY**

The **CGFA policy on refunds** is: full refunds will be given with 11 days notice; 50% refund will be given within 10 days notice and there will be no refunds within 72 hours of the start of the convention.

# Schedule of Events

**Wednesday, April 25th**

12:00-5:00 Registration  
5:30-6:30 PAC Reception

**Thursday, April 26th**

7:30-5:00 Registration/Hospitality  
7:00-8:00 Past President's Breakfast  
8:00-11:45 Business Session with Speakers:  
*Bill Jones; Rick Margolin; Tom Tucker;*  
*President, Rich Hoch / EVP Rich Matteis*  
8:30-11:30 Spouse Program: Breakfast & Hawaiian Crafts  
12:00-1:30 Group Luncheon & Keynote Speaker: *Jeff Peterson*  
5:30-7:30 Industry Social Hour

**Friday, April 27th**

7:30-12:00 Registration/Hospitality  
7:30-2:00 Golf Tournament  
9:00-2:30 Submarine Trip/Shopping  
9:30-2:00 Snorkeling Trip & Lunch  
5:30-6:30 Reception / Silent Auction  
6:30-10:00 Group Luau Dinner & Hawaiian Entertainment

**Saturday, April 28th**

6:30-7:30 5K Run/Walk  
9:00-1:00 Ag Tour

**2007 CGFA CONVENTION COMMITTEE**

**Rich & Karen Hoch – NuWest Milling Co.; Hughson, CA**  
**Scot & Sue Ann Hillman – J.D. Heiskell; Tulare, CA**  
**Bill & Marybelle Plourd – El Toro Export; El Centro, CA**  
**Tim & Lynn Grunsky – Phil O'Connell Grain Co.; Stockton, CA**  
**Jerry & Sue Marshall – Simplot AgriBusiness, Modesto, CA**





# Sheraton Maui Resort

2605 Kaanapali Parkway  
Lahaina, Hawaii 96761  
Phone: (808) 921-4645  
[www.sheraton.com/maui](http://www.sheraton.com/maui)

A personalized Web site for California Grain & Feed Association has been created for your convenience. Group rates will apply three days before and after our convention dates as available. The Association has negotiated a combination group room rate of \$195.00 run of house and \$225.00 ocean view per night for the convention dates of April 25-28, 2007

Reservations must be made by the deadline of **March 9, 2007** to receive this discount group rate.

**You must call the hotel directly at (808) 921-4645 or go on the website designed for CGFA**

Attendees can go to the following website:

<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0610095062&key=2D9E>

or go to [www.cgfa.org](http://www.cgfa.org) and click on events section and follow to rooms at The Sheraton Resort.

Staying at one of Starwood Maui's three amazing and unique properties gives you more vacation value and experiences than you will find anywhere else on Maui. With the "Stay at One, Play at All" program, when you stay at The Westin Maui, Sheraton Maui Resort, and Westin Kaanapali Ocean Resort Villas, you enjoy the sights and culinary delights of all three Starwood Maui hotels.

You will enjoy:

- Discount Dining certificates for select restaurants at all three resorts.
- Kids under 12 eat free program
- Complimentary shuttle service within Kaanapali resort area.
- Signing privileges at all three properties' restaurants & bars
- Resort rate on Kaanapali Golf Courses
- Signing privileges at "Spa Helani" - A Westin Spa located at The Westin Maui Resort & Spa.

\*PLEASE NOTE: Pool privileges are no longer offered.

\*Kids eat free breakfast, lunch & dinner only at select restaurants, guests can sign meals back to their hotel room.

\*All privileges subject to change.

The Westin Maui is paradise nestled on 12 oceanfront acres of world-famous Kaanapali Beach. A full health club and spa and fantastic dining venues makes The Westin Maui the place "Where Heaven and Aloha Meet."

Privately nestled at historic Black Rock, Sheraton Maui Resort's 23 oceanfront acres flow gracefully from the crest of Puu Kekaa to the shores of Kaanapali Beach. Enjoy the rich flavors of Hawaii at Kekaa Terrace and Teppan-yaki Dan.

Set along a pristine expanse of Kaanapali's North Beach (ranked #1 on "America's Best Beaches" list for 2003), The Westin Kaanapali Ocean Resort Villas is an uncommonly luxurious vacation ownership opportunity, offering unique residences that embrace both Westin's standard of quality and Maui's most spectacular oceanfront vistas.



## Keiki Aloha Maui ~ Kids Club

A Hawaiian experience through the eyes of children, the Keiki Aloha program combines Hawaiian history and culture with arts, crafts and games that children will love! Keiki **ages 5 through 12** are welcome to this daily program held at The Sheraton's sister property, the Westin Maui.



### Westin Kids Club Discovery Room

This fun-filled 'keiki' or childrens' program introduces the unique Hawaiian culture and traditions through dance, arts and crafts, language and games. Keiki ages five to 12 years can have an activity-filled day and learn something about Hawaii as well. The Westin Kids Club is licensed by the Department of Human Services, State of Hawaii.

Each day at the Westin Kids Club is different and exciting. Our Kids Club Discovery Room facility is equipped with video games, air hockey, foosball and more! Our day begins with keiki getting to know one another and includes a delicious keiki lunch provided by our Room Service staff. All full day keiki then enjoy an afternoon swimming in the Westin Maui pools. Your child will also receive a complimentary Westin Kids Club Discovery Pack on their first visit to WKC Discovery Room.

#### **Day Program - Open 7 days a week**

**Full Day: 8:30 a.m. to 3 p.m.(lunch included)**

**Half Day: 8:30 a.m. to 12:30 p.m. (lunch included)**

**Guests of the Westin Maui or Sheraton Maui Resort:**

**\$70 full day for first child**

**\$60 each sibling**

**\$45 per child for a half day.**

**Non-guests:**

**\$75 full day for first child**

**\$65 each sibling**

**\$50 per child for a half day.**

**Night Program - 7 Nights a week, 6:00 p.m. to 10:00 p.m.**

**Keiki must be registered by 3:00 pm (if no keiki are registered by 3pm, WKC will be closed that night).**

#### **A typical night at WKC:**

We begin our night in our WKC Discovery Room. Keiki can enjoy the latest video games, action packed table games, arts & crafts and much more. Once everyone has arrived, we sit down briefly to learn about each other. Our adventure begins with a nocturnal animal safari. The keiki are given flashlights and we venture out throughout The Westin Maui for a gecko hunt. Time permitting, we may also visit a hula show or play some outdoor games. After our outdoor adventure, we return to the WKC Discovery Room for the remainder of the evening. A snack is served (cookies and a juice drink) so please remember to eat dinner before arriving at WKC. Guests of the Westin Maui & Sheraton Maui Resort: \$45 for first child, \$35 each sibling; Non-guests: \$50 for first child, \$40 for each sibling. For reservations or information call (808) 661-2107.

*Please note: Schedule and prices are subject to change. Westin Kids Club ratios are 8:1. For security reasons, only the parents are allowed to sign children in and out. Keiki Aloha's hours of operation and pricing are subject to change without notice.*