

REGISTER TODAY!



**ASTA'S 133RD ANNUAL CONVENTION
OSA'S 47TH ANNUAL CONVENTION**

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DEAR FRIENDS,

Welcome to a history-making joint convention of the Oregon Seed Association and American Seed Trade Association! We are excited to showcase Oregon's diverse seed industry. We determined early on that we would work together in 2015 and continue that through 2016 in a way that will enhance partnerships between the associations and among its members for years to come.

While Oregon may be well known for its prominent cool-season grass seed industry, it is similarly famous around the world for highly successful specialty seed production. Oregon agriculture is extremely diverse, producing over 220 different seed and other crops. Portland is located on the north end of the Willamette Valley, an area of about one million acres of farmland extending 100 miles to the south. Most of the state's 220 agriculture products are produced in this valley.

We hope you'll take advantage of this tremendous opportunity to learn about the latest issues impacting the seed industry while interacting with your peers from both associations. And don't forget to take some time to get out and explore the local surroundings. The bus tour will give participants an inside look at what's out in the field and a chance to experience Oregon's crop diversity first-hand!

The shared values amongst our diverse memberships is our biggest asset. We have a historic opportunity to collectively roll up our sleeves as representatives of all segments of our industry and discuss issues and develop policy initiatives for the entire industry.

As an industry, we have a great story to tell, and your unique voice is essential to that story. Collectively and individually, we are the best messengers for telling it.

At our convention, let's make sure we rekindle old relationships and launch great new ones, so that together OSA and ASTA are truly "Blazing Trails" in the days and years to come.



Risa DeMasi

Chair

American Seed
Trade Association



Greg Loberg

President

Oregon Seed Association

CONFERENCE PROGRAM

- ASTA Meetings
- OSA Meetings
- ASTA/OSA Joint Meetings
- Other Organizations

THURSDAY JUNE 16, 2016

2:00 p.m.-5:00 p.m. | **SIPA Flower & Vegetable Board** (Closed)

FRIDAY JUNE 17, 2016

8:30 a.m.-11:30 a.m. | **SIPA Program Board** (Closed)

12:00 p.m.-5:00 p.m. | Registration Opens

2:00 p.m.-5:00 p.m. | **CPPSI Advisory Council** (Closed)

2:00 p.m.-5:00 p.m. | **SIPA Field Crop Board** (Closed)

SATURDAY JUNE 18, 2016

8:30 a.m.-1:00 p.m. | ASTA Vegetable & Flower Emerging Issues Working Group (Closed)

9:00 a.m.-11:00 a.m. | **SIPA General Assembly**

10:45 a.m.-5:00 p.m. | **OSA Field Tour**

2:00 p.m.-5:00 p.m. | ASTA International Executive Committee (Closed)

SUNDAY JUNE 19, 2016

6:30 a.m.-9:00 a.m. | **ASTA/OSA Gary Arthur Memorial 5K Fun Run/Walk**
(Run begins at 7am at Willamette River; Light snacks and beverages included)

6:30 a.m.-2:00 p.m. | **OSA/ASTA Golf Tournament**
(Shotgun start at 8am at OGA Golf Course; Lunch and transportation included)

7:00 a.m.-9:00 a.m. | **Continental Breakfast**

9:30 a.m.-11:00 a.m. | **First-the Seed Foundation Board of Directors** (Closed)

9:30 a.m.-2:30 p.m. | ASTA Innovation in Plant Breeding Working Group (Closed)

12:00 p.m.-5:00 p.m. | **Exhibit Area Opens**

1:30 p.m.-2:30 p.m. | ASTA Management Skills Committee

2:30 p.m.-4:00 p.m. | ASTA Organic Seed Committee

3:00 p.m.-5:00 p.m. | **ASTA Seed Industry Relations Committee/OSA Science & Technology Committee**

4:00 p.m.-5:00 p.m. | ASTA Food Safety Pathogen Working Group

4:00p.m.-5:00p.m. | **ASTA Communication Committee/OSA PR Committee**

6:00p.m.-10:00p.m. | **ASTA/OSA Welcome Reception** (located at Edgefield-offsite)

CONFERENCE PROGRAM *CONTINUED*

MONDAY JUNE 20, 2016

- 8:00 a.m.-10:00 a.m. | **Opening General Session and Breakfast**
- 10:15 a.m.-11:30 a.m. | ASTA Joint Division Meeting
- 11:30 a.m.-12:30 p.m. | ASTA State Governmental Affairs Working Group
- 11:30 a.m.-1:30 p.m. | NCCPB Board of Directors *(Closed)*
- 1:00 p.m.-3:00 p.m. | **ASTA Phytosanitary Committee/OSA International Committee**
- 1:15 p.m.-5:15 p.m. | **Optional Tour: Portland Rose Gardens and Foodie Tour** *(Dinner included)*
- 2:00 p.m.-3:15 p.m. | **ASTA/OSA Cover Crops Session**
- 3:30 p.m.-5:00 p.m. | ASTA Intellectual Property Rights Committee
- 3:30 p.m.-5:00 p.m. | ASTA FuSE (Future Seed Executives) Committee
- 3:30 p.m.-5:30 p.m. | ASTA Environmental & Conservation Seed Committee
- 5:00 p.m.-6:00 p.m. | ASRF/FuSE Reception
- 5:30 p.m.-7:30 p.m. | **OSA Reception honoring Past Presidents (open to all)**

TUESDAY JUNE 21, 2016

- 8:00 a.m.-10:00 a.m. | ASTA International Programs Session
- 8:30 a.m.-11:30 a.m. | ASRF Student Preparation Workshop
- 9:00 a.m.-3:00 p.m. | **Optional Tour: Multnomah Falls/Crown Point** *(Lunch included)*
- 10:00 a.m.-12:00 p.m. | **OSA Closed Session**
- 10:15 a.m.-12:15 p.m. | ASTA Innovation and Policy Committee
- 12:15 p.m.-1:30 p.m. | **OSA Board Meeting** *(Closed)*
- 12:30 p.m.-2 p.m. | ASRF Board of Directors *(Closed)*
- 1:40 p.m.-2:00 p.m. | **OSA Traffic Report**
- 1:45 p.m.-3:15 p.m. | ASTA Seed Treatment & Environment Committee
- 2:00 p.m.-3:15 p.m. | **OSA Domestic Committee**
- 3:30 p.m.-4:15 p.m. | **OSA Associates Committee**
- 3:30 p.m.-5:00 p.m. | **ASTA/OSA Legislative & Legal Concerns Committee**
- 4:00 p.m.-5:00 p.m. | NCCPB/ASRF Annual Meeting
- 5:30 p.m.-7:15 p.m. | **OSA Silent Auction & ASTA Banquet Reception**
- 7:00 p.m. | **OSA Closing Business & Awards**
- 7:30 p.m.-11:30 p.m. | **Gala Banquet**

WEDNESDAY JUNE 22, 2016

- 10:15 a.m.-11:15 a.m. | ASTA Membership Committee *(Closed)*
- 12:00 p.m.-5:00 p.m. | ASTA Board of Directors Meeting *(Closed)*

SPECIAL PROGRAMMING



BLAZING TRAILS THROUGH OREGON AGRICULTURE FIELD TOUR

Saturday, June 18

10:45 a.m. - 5:00 p.m.

Join us for a guided field tour of the Willamette Valley ag industry. Explore our fertile fields and experience the unique climate which fosters the growth of a vast number of crop varieties, ranging from grass seed to fresh market vegetables to hops and wine grapes. Along the way you will see blueberries, hazelnuts, hops, grass seed, vineyards, and specialty seed crops, such as sugar beets, radishes and other vegetables.



ASTA/OSA GARY ARTHUR MEMORIAL 5K FUN RUN/WALK

Sponsored by

AOSCA and ICIA

Sunday, June 19

6:30 a.m.-9:00 a.m.

Meet in the Georgian Room at 6:30 a.m. (Run begins at 7:00 a.m.)

\$25

You don't have to be a track star to participate in this fun run/walk! Start your morning off right with a sunrise run along the picturesque Willamette River. Run begins at 7 a.m. Light snacks and beverages are included.



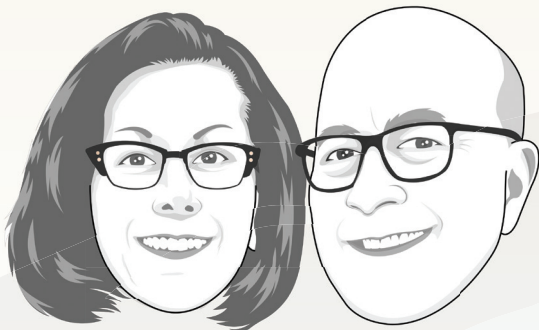
GOLF TOURNAMENT

Sunday, June 19

Shotgun start at 8:00 a.m. Ends at 3:00 p.m.

\$30 (Lunch and transportation are included.)

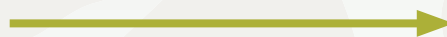
Located just 20 minutes south of Portland, the OGA Golf Course in Woodburn, offers one of the region's best golf experiences. Nestled amongst hazelnut orchards, the OGA Golf Course offers playability for beginners and challenging for the experienced golfer.



Fred & Cindy Mohr, 2016 Convention Chaircouple

**CHECK OUT FRED &
CINDY'S PICKS FOR OTHER
SUGGESTIONS ON THINGS
TO DO IN PORTLAND:**

Click here to see the full list



SPECIAL PROGRAMMING *CONTINUED***ASTA/OSA WELCOME RECEPTION***Sponsored by*

Sunday, June 19

6:00 p.m.-10:00 p.m.

Edgefield (off-site)

Don't miss this wonderful outdoor evening on the sprawling grounds of McMenamins' beautiful retreat, Edgefield. Roam the gardens and visit the series of cottages and buildings, containing no fewer than 10 bars throughout the property, featuring the spirits, wine and beers brewed right there at the facility. Enjoy wonderful food and beverages as you take in this year's special feature - the Seed Industry Jam Band, hosted by ASTA's own Michael DeMasi, husband of ASTA Chair Risa DeMasi.

**PORTLAND ROSE GARDENS AND FOODIE TOUR**

Monday, June 20

1:30 p.m.-6:00 p.m.

This tour offers a well-balanced overview of both downtown Portland and the surrounding area, highlighting the history, culture, current events and cultural diversity in the state of Oregon.

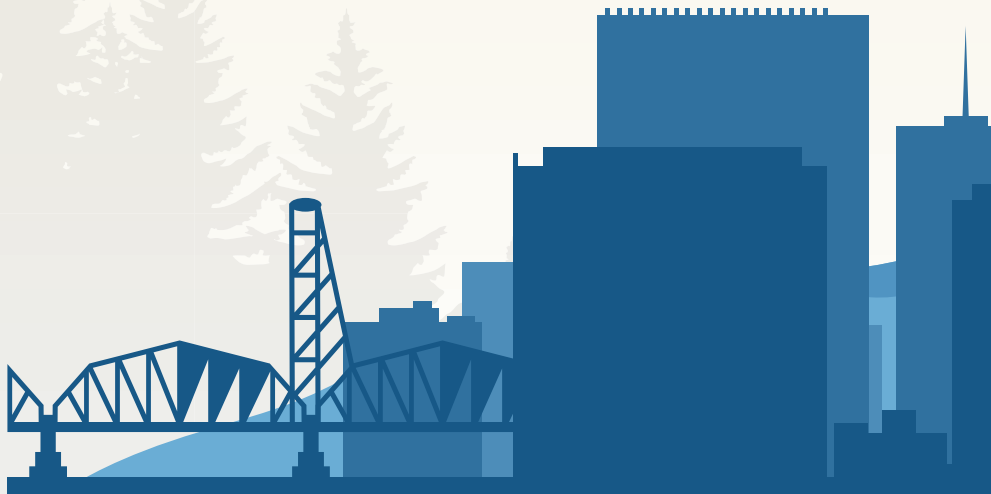
You'll also experience some of the best food in Portland on a culinary walking tour of North Mississippi Avenue. The tour focuses not only on the fantastic food and drink scene of Portland, but also features the history, art and culture of the city and neighborhood.

**OSA RECEPTION HONORING PAST PRESIDENTS**

Monday, June 20

5:30 p.m.-7:30 p.m.

Please join us to acknowledge and honor the service and commitment of OSA's past presidents. Mingle with members from both OSA and ASTA as you enjoy hosted beverages and heavy appetizers.



SPECIAL PROGRAMMING *CONTINUED*



MULTNOMAH FALLS/CROWN POINT TOUR

Tuesday, June 21

9:00 a.m.-3:00 p.m.

Explore the Columbia River Gorge and stand in awe of the second highest year-round waterfall in the United States, Multnomah Falls! You'll enjoy spectacular views of many waterfalls along the Historic Columbia River Highway National Scenic Byway. After lunch we'll stop at the Bonneville Fish Hatchery to see "Herman the Sturgeon"!



GALA BANQUET

Tuesday, June 21

Silent Auction & Reception: 5:30 – 7:15 p.m.

Banquet: 7:30 p.m.-11:30 p.m.

Get ready to celebrate as we commemorate ASTA and OSA's leadership and successes over the last year. The associations will also install the 2015/16 officers and honor individuals who have made significant contributions to the seed industry. This festive evening will include a gourmet dinner and dancing to the live performance of local favorite special events band Soul Vaccination.

Sponsored by



Join us before the banquet for the OSA silent auction and ASTA reception starting at 5:30 p.m. Bid on items including tickets to sports games, weekend trips, wine baskets, household goods and date-night packages, and more! All proceeds benefit the OSA Memorial Scholarship Fund. Bring cash, credit card or checkbook, and don't forget your competitive spirit!

HOTEL

THE NINES, A LUXURY COLLECTION HOTEL

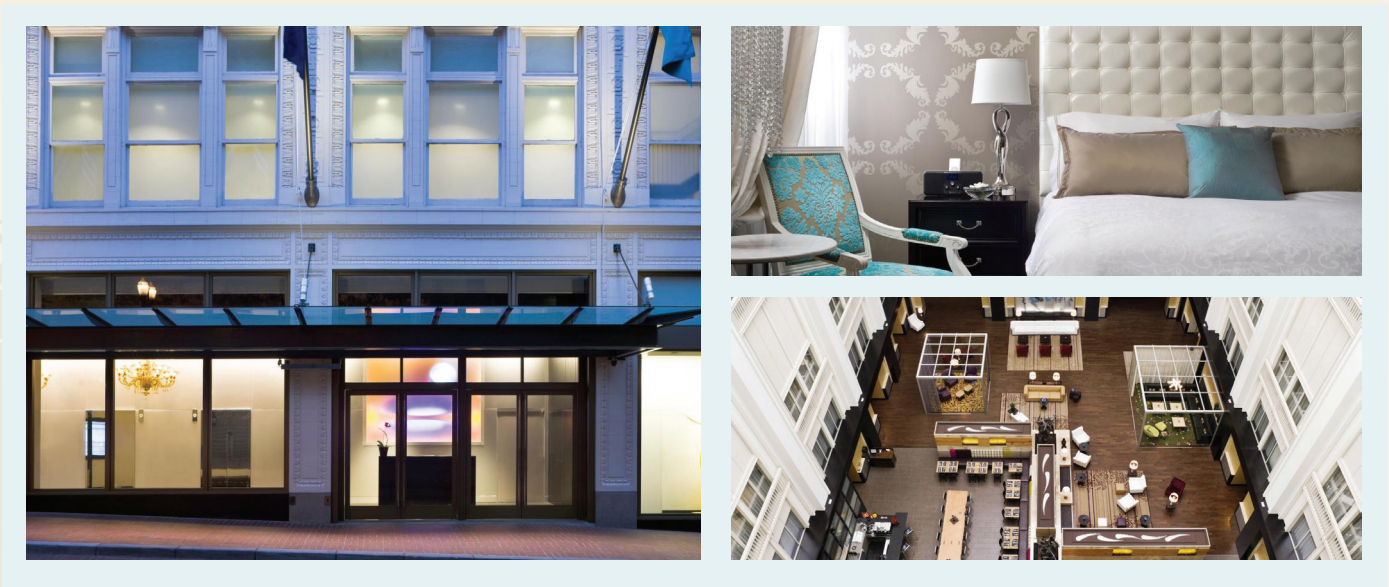
525 SW Morrison St.
 Portland, OR 97204
 (877) 229-9995
www.thenines.com

Located next to Pioneer Square and the central business district in one of the country's premier walking cities, this luxury hotel in Portland is an ideal spot for launching all of your adventures. Browse nearby boutiques, dine in the trendy Pearl District, or use the eco-friendly MAX light rail to explore the beautiful gardens, museum grounds, and chic neighborhoods that pepper the lively city of Portland.

Cut-off date: May 26

OSA/ASTA Group Rate: \$219 per night (includes wi-fi)

Click here to
 book your room.



Overflow Rooms Available at:

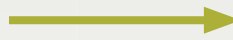
**COURTYARD BY MARRIOTT PORTLAND CITY CENTER
 A BOUTIQUE HOTEL**

550 SW Oak Street
 Portland, OR 97204
 (503) 575-4037
www.myfavoritecourtyard.com

Cut-off date: May 29

OSA/ASTA Group Rate: \$235 per night

Click here to
 book your room.



REGISTRATION FORM

Return this form with payment to:

American Seed Trade Association
 1701 Duke Street, Suite 275
 Alexandria, VA 22314

(E): jcrouse@amseed.org

(F): (703) 837-9365 - Attn: Jennifer Crouse

(Please print clearly and make sure the information is correct, as it will be used in the attendee roster and final mailings.)



COMPANY INFORMATION

OSA/ASTA Membership: ASTA Member OSA Member Non-member
 Company _____

Street _____ City, State/Province _____

Zip/Postal Code _____ Country _____

Person completing form _____

Phone _____ Fax _____ Email _____

DELEGATE REGISTRATIONS

Name _____ Title _____

Address (if different from above) _____

Phone _____ Fax _____ Email _____

Please also register my: Spouse/Guest* _____ (personal guests only)

(see fees on next page) Adult Child(ren) _____ / _____ Age (14+) _____ / _____

Youth(s) _____ / _____ Age (3-13 only) _____ / _____

Omit Email From Distribution Omit All Contact Information From Distribution Check here if you want to remove the above guest or youth names from the attendee roster.

*A "Guest" is defined as an accompanying person who is not employed in or professionally involved in the seed industry.

Name _____ Title _____

Address (if different from above) _____

Phone _____ Fax _____ Email _____

Please also register my: Spouse/Guest* _____ (personal guests only)

Adult Child(ren) _____ / _____ Age (14+) _____ / _____

(see fees on next page) Youth(s) _____ / _____ Age (3-13 only) _____ / _____

Omit Email From Distribution Omit All Contact Information From Distribution Check here if you want to remove the above guest or youth names from the attendee roster.

*A "Guest" is defined as an accompanying person who is not employed in or professionally involved in the seed industry.

SPORTING EVENTS

Gary Arthur Memorial 5K Fun Run/Walk, \$25: Sunday, June 19, 2016, 7:00 a.m. - 9:00 a.m.

Name _____

Name _____

Name _____

Name _____

Golf Tournament, \$130 (Golf club rental not included in costs & Lunch will be provided): Sunday, June 19, 2016 8:00 am-2:00 pm

Name _____ Handicap _____ Rental? Yes No Right Left Transportation Yes No

Name _____ Handicap _____ Rental? Yes No Right Left Transportation Yes No

REGISTRATION FORM

FEE SUMMARY

The member rate applies to all members of the American Seed Trade Association and members of state and regional seed associations.

REGISTRATION TIERS	EARLY	REGULAR
	May 26 or Prior	May 27 – June 16
Member/Public Sector	\$449	\$549
Member Guest	\$259	\$299
Member Adult Child	\$209	\$249
Member Youth	\$129	\$179
Delegate with First – the Seed Foundation Donation	\$549	\$649
One-Day Registration	\$250	\$250
Non-Member	\$649	\$749
Non-Member Guest	\$459	\$499
Non-Member Adult Child	\$409	\$459
Non-Member Youth	\$329	\$379
Non Member Delegate with First – the Seed Foundation Donation	\$749	\$849
One-Day Registration	\$350	\$350
OSA Field Tour	\$30	\$30
5K Fun Run/Walk	\$25	\$25
Golf	\$130	\$130
Portland Rose Festival and Foodie Tour	\$110	\$110
Multnomah Falls	\$70	\$70

Fee	# of Registrants X	Rate	Total
Member/Public Sector	_____ X	_____	_____
Member Guest	_____ X	_____	_____
Member Adult Child	_____ X	_____	_____
Member Youth**	_____ X	_____	_____
Delegate with First – the Seed Foundation Donation	_____ X	_____	_____
Non-Member	_____ X	_____	_____
Non-Member Guest	_____ X	_____	_____
Non-Member Adult Child	_____ X	_____	_____
Non-Member Youth**	_____ X	_____	_____
Non Member Delegate with First – the Seed Foundation Donation	_____ X	_____	_____
OSA Field Tour (6/18)	_____ X	\$30	_____
5K Fun Run/Walk (6/19)	_____ X	\$25	_____
Golf (6/19)	_____ X	\$130	_____
Portland Rose Gardens and Foodie Tour (6/20)	_____ X	\$110	_____
Multnomah Falls (6/21)	_____ X	\$70	_____
		TOTAL	_____

* Price subject to change; if price changes, registrants will be notified and may opt out. ** Youth: ages 3-13; Adult Child: ages 14 and above.

Special Arrangements (ADA): Please describe any special needs, allergies or dietary restrictions for which you or your attending family members will require special attention.

Emergency Contact: _____

CANCELLATION POLICY

Cancellations must be in writing and received in the ASTA office by May 26, 2016, for a refund (less a \$75 administrative fee for member delegates or a \$25 fee for member guests, \$100 for non-member delegates and \$50 for non-member guests).

METHOD OF PAYMENT

Check Enclosed (made payable to ASTA in U.S. funds only) Credit Card: Visa Mastercard American Express

CC Number _____ Exp. Date _____ Date _____

Print Name _____ CVC Code _____ Signature _____

See the top front of this form for submission instructions. Individual ticket sales will be available on site for the welcome reception, opening general session, youth pizza party, guest program and gala banquet.

THANK YOU SPONSORS!

STRATEGIC PARTNERS



Dow AgroSciences

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ALLIED PARTNERS



Bayer CropScience



RiceTec



CONVENTION SPONSORS

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INCOTEC, Integrated Coating and Seed Technology, Inc.

Indiana Crop Improvement Association

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OSA

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Columbia Seeds

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Pacific Seed Association

Tee-2-Green

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Alexandria, VA 22314**

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Connect with us:

