



# CAIA

California Agricultural  
Irrigation Association



**2021 Fall Meeting**  
**September 15-16**  
**SeaCrest Oceanfront Hotel**  
**Pismo Beach, CA**



## 2021 CAIA FALL MEETING

We invite CAIA members, irrigation industry representatives and other interested parties to join us for the 2021 Fall Meeting of the California Agricultural Irrigation Association, September 15-16, in Pismo Beach, California. The meeting provides a forum to address new technology, government programs, state and federal legislation and regulations and other issues of interest and concern to the agricultural irrigation industry.

### SCHEDULE AT A GLANCE *(see next page for a detailed schedule)*

#### WEDNESDAY, SEPTEMBER 15

- **8:00am-11:00am** *CAIA Board of Directors Meeting*
- **11:30-12:45pm** *Legislative/Regulatory Roundtable Lunch*
- **1:00pm-4:00pm** *Innovation/Educational/Technical Sessions*
- **5:30pm-7:00pm** *Cocktail and Hors D'oeuvres Reception*

#### THURSDAY, SEPTEMBER 16

- **8:30am** *CAIA Member Meeting with Keynote Presentation (non-members welcome!)*
- **12noon** *Tour of Santa Maria Substrate Hydroponic Strawberry Farm and Wine Tasting at Peacock Cellars in Arroyo Grande*
- **6:00pm** *CAIA Cocktail Reception & Outdoor Barbecue*

## ACCOMMODATIONS

The CAIA Fall Meeting will be held at the SeaCrest Oceanfront Hotel in Pismo Beach, California. Located at 2241 Price Street in Pismo Beach, this beautiful hotel sits atop a 5-acre ocean bluff with unique beach access and some of the most breathtaking sunsets in California. A block of rooms has been reserved for CAIA at special rates for ocean view or standard rooms. Bring your families and enjoy this great location at a great rate!!

**THE DEADLINE FOR THE SPECIAL RATE IS AUGUST 14th.** Reservations after August 14th are subject to availability and may be at a higher rate. Make your reservations by calling the hotel directly at (805)773-4608 and refer to "CAIA Group September".

## SPONSORSHIPS

Please see the enclosed "Sponsorship Menu" for sponsorship opportunities.

## MEETING REGISTRATION

A registration form is enclosed. To ensure adequate processing time, we recommend you register by September 1st.

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## SCHEDULE OF EVENTS

### WEDNESDAY, SEPTEMBER 15

- **11:30am-12:45pm** *Legislative/Regulatory Roundtable Lunch*  
Over lunch, Dan Keppen (Family Farm Alliance), John Farner (Netafim USA), and Mike Wade (California Farm Water Coalition) will discuss state and federal legislation, new and changing regulations, the drought, ag communications/outreach, climate change, and global trends in carbon, water, and other issues as relates to irrigated agriculture.
- **1:00pm-4:00pm** *CAIA Innovation/Educational/Technical Sessions*  
**Fadi Safadi (President, Visual Impact Technologies):** Secure Apps and Software for the Ag Space: What is available and what role technology plays within the industry. Mr. Safadi has developed innovative tools such as Toro AquaFlow, Drip Wizard, Netafim crop planning, Mazzei injector selector, INMP (nitrogen management) forms and compliance, field mapping, and tools for cybersecurity.  
**Chuck Bates (Vice President Products & Agronomy, Netafim USA):** Circularity and the recycling of agricultural driplines — examples from other industries, and the mindset shift currently happening in the United States irrigation industry.  
**John Bourne (Vice President Marketing, Ceres Imaging):** Low hanging fruit- the surprisingly huge impact of irrigation issues in drip systems. Clogs and leaks, pest and pressure issues. As everyone who uses drip irrigation knows, there's a lot that can go wrong with your irrigation set. But what is the real cost of this on yield, water usage, quality, and ultimately your bottom line? Ceres Imaging reviewed anonymized data from more than 700,000 acres of drip-irrigated specialty crops across California collected over the course of the 2020 growing season and will share the results of their analysis that quantifies the impact of irrigation issues at a farm level as well as regional and state levels.  
**Don Cameron (Vice President and General Manager, Terranova Ranch, Inc.):** Drip irrigation isn't the only practice that makes Cameron a pioneer in water use efficiency. During flood periods, which typically occur once every three or four years, he captures flood flows from the Kings River and diverts them to his vineyards to recharge the groundwater supply.  
**Franklin Gaudi (Ed.D. at Cal Poly's Irrigation Training and Research Center):** Fertigation Series. The ITRC has created several videos of basic fertigation principles. These videos are available for free via YouTube. The video links will be provided and aspects of the videos will be presented. A digital copy of the Fertigation book will also be provided to those in attendance. Funding for these videos was provided by CDFA and FREP.
- **5:30pm-7:00pm** *Cocktail & Hors D'oeuvres Reception*  
A great opportunity to visit with new and old friends in the industry on the outdoor Oceanfront Terrace overlooking beautiful Pismo Beach.

### THURSDAY, SEPTEMBER 16

- **8:30am-11:00am** *CAIA Member Meeting and Breakfast with Keynote Presentation*  
CAIA members and non-members are encouraged to attend this business and information session.  
**Keynote Presentation "Cybersecurity and How it Affects the Ag Industry"** presented by a panel of representatives from San Diego Law Enforcement Coordination Center, the FBI, Homeland Security, California Office of Emergency Services, and Cal Poly ITRC  
CAIA activities, finances, legislation, and student programs

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## MEETING HIGHLIGHTS (continued from previous page)

*THURSDAY, SEPTEMBER 16 (continued)*

- **12Noon-4:30pm**      *Tour of Santa Maria Substrate Hydroponic Strawberry Farm and Wine Tasting at Peacock Cellars in Arroyo Grande*

With over 36,000 acres planted this year, strawberries are among California's largest produced agriculture commodities. Traditionally grown on a raised shaped bed covered in plastic mulch, the increasing labor, pesticide, and water use restrictions are leaning growers towards alternative growing practices. The hydroponic table-top strawberry farm showcases reverse osmosis water treatment, automated fertilizer injection via EC and pH control, and fully automated irrigation. Table-top growing provides potential for automated harvesting and the semi-closed environment allows for growing in areas otherwise not acceptable for fresh strawberries.

Next stop of the tour is wine tasting at **Peacock Cellars**. Peacock Cellars is owned and operated by Logan Nichols, his wife Jessica and their family. After studying ag business at Cal Poly where Logan and Jessica met, they set forth to create a niche on the Central Coast, farming tomatoes, and growing wine grapes, including Chardonnay, Pinot Noir, Sangiovese, Tempranillo, and Barbera. The Nichols' have created a boutique winery that specializes in small quantities of exceptional wine and are excited to be one of the few wineries whose Winemaker is also the Grower and Owner.

Tour includes transportation, lunch, farm tour, wine tasting. **Register early, participation is limited to 54 people.**

- **6:00pm-9:00pm**      *CAIA Cocktail Reception & Outdoor Barbecue*

Enjoy an evening overlooking Pismo Beach and the ocean while enjoying beverages and an authentic Santa Maria style barbecue. Entertainment by Scott Muir.

## ABOUT CAIA

The California Agricultural Irrigation Association is a network of irrigation professionals throughout California whose goal is to promote common ideals, standards and business practices, and to be a strong and vital voice in the inevitable water challenges we face to help shape the future of the agricultural irrigation industry. Considering the delicate balance between an ever-increasing demand for high quality foods and fiber, and the steady decline of reliable water supplies, CAIA advocates efforts of the industry to continue to develop efficient irrigation design and management practices that promote water and soil conservation while increasing yields and improving crop quality.



## CAIA 2021 FALL MEETING REGISTRATION \* SEPT 15-16 \* PISMO BEACH

### ◆ COMPANY INFORMATION

Company Name: \_\_\_\_\_ Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

| ◆ CAIA MEMBER REGISTRATION | Wed. Legislative Lunch<br>\$40 | Wed. Reception<br>\$60 | Thurs. CAIA Meeting<br>n/c | Thurs. Strawberry Farm/Peacock Cellars Tour<br>\$65 | Thurs. BBQ Dinner<br>\$75 | Total Each Person |
|----------------------------|--------------------------------|------------------------|----------------------------|---|---------------------------|-------------------|
| <b>NAMES:</b>              |                                |                        |                            |   |                           |                   |
| 1. _____                   |                                |                        |                            |   |                           | \$                |
| 2. _____                   |                                |                        |                            |   |                           | \$                |
| 3. _____                   |                                |                        |                            |   |                           | \$                |
| 4. _____                   |                                |                        |                            |   |                           | \$                |

| ◆ NON MEMBER REGISTRATION | Wed. Legislative Lunch<br>\$50 | Wed. Reception<br>\$70 | Thurs. CAIA Meeting<br>n/c | Thurs. Strawberry Farm/Peacock Cellars Tour<br>\$75 | Thurs. BBQ Dinner<br>\$85 | Total Each Person |
|---------------------------|--------------------------------|------------------------|----------------------------|---|---------------------------|-------------------|
| <b>NAMES:</b>             |                                |                        |                            |   |                           |                   |
| 1. _____                  |                                |                        |                            |   |                           | \$                |
| 2. _____                  |                                |                        |                            |   |                           | \$                |
| 3. _____                  |                                |                        |                            |   |                           | \$                |
| 4. _____                  |                                |                        |                            |   |                           | \$                |

**GRAND TOTAL: \$** \_\_\_\_\_

**PAYMENT METHOD:**

Check payable to "CAIA"

Credit Card:     VISA                     Mastercard                     American Express                     Discover

Card No: \_\_\_\_\_ Exp. \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Cardholder Signature \_\_\_\_\_

**PLEASE REGISTER BY SEPTEMBER 1st**

Mail form to: California Agricultural Irrigation Association, 1521 I Street, Sacramento, CA 95814

Or fax to (916)446-1063 or email to: [jane@agamsi.com](mailto:jane@agamsi.com). If you have questions, please call us (916)206-7186

**CANCELLATIONS: Cancel by September 1 for a full refund. NO refunds for cancellations after September 1.**





## CAIA FALL MEETING 2021 SPONSORSHIP OPPORTUNITIES

The California Agricultural Irrigation Association (CAIA) Fall Meeting will be held September 15-16 in Pismo Beach, CA. A variety of sponsorship opportunities are available. Sponsors will be recognized on signs at the event and in the meeting program. Please complete and return this form by September 1. Sponsorships are on a first come, first serve basis.

| EVENT SPONSORSHIP              | COST                  | DATE    |                          | COMPANY                                 |
|--------------------------------|-----------------------|---------|--------------------------|---|
| SUPPORTING SPONSOR (unlimited) | \$500<br>unlimited    |         | <input type="checkbox"/> | _____                                   |
| Meeting Room—Wednesday         | \$500<br>2 available  | 9/15/21 | N/A                      | 1. IDC, INC.<br>2. JAIN IRRIGATION INC. |
| Legislative Roundtable Lunch   | \$1000<br>2 available | 9/15/21 | <input type="checkbox"/> | 1. NETAFIM USA<br>2. _____              |
| Technical Session Refreshments | \$500<br>2 available  | 9/15/21 | <input type="checkbox"/> | 1. SENNINGER IRRIGATION<br>2. _____     |
| Reception Cocktails            | \$1500<br>2 available | 9/15/21 | <input type="checkbox"/> | 1. LAUREL AG & WATER<br>2. _____        |
| Reception Hors d'oeuvres       | \$1500<br>2 available | 9/15/21 | <input type="checkbox"/> | 1. REEDLEY IRRIGATION<br>2. _____       |
| Meeting Room—Thursday          | \$500<br>2 available  | 9/16/21 | <input type="checkbox"/> | 1. IDC, INC.<br>2. _____                |
| Member Meeting Breakfast       | \$1000<br>2 available | 9/16/21 | <input type="checkbox"/> | 1. TORO AG<br>2. _____                  |
| Tour Bus Charter               | \$1000<br>2 available | 9/16/21 | <input type="checkbox"/> | 1. RIVULIS<br>2. _____                  |
| Tour Lunch                     | \$500<br>2 available  | 9/16/21 | N/A                      | 1. BOWSMITH<br>2. DURHAM PUMP N/A       |
| BBQ Reception Bar              | \$1000<br>2 available | 9/16/21 | <input type="checkbox"/> | 1. RDO WATER<br>2. NELSON IRRIGATION    |
| BBQ Table Wine                 | \$800<br>2 available  | 9/16/21 | <input type="checkbox"/> | 1. MAZZEI INJECTOR CO.<br>2. _____      |
| BBQ Entertainment              | \$800<br>2 available  | 9/16/21 | <input type="checkbox"/> | 1. WESTERN AG & TURF<br>2. _____        |

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

◆ **PAYMENT METHOD:**

Check payable to "CAIA"

Credit Card:    \_\_\_ VISA            \_\_\_ Mastercard            \_\_\_ American Express            \_\_\_ Discover

Card No: \_\_\_\_\_ Exp. \_\_\_\_\_ Security Code: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

**PLEASE PROVIDE AN ELECTRONIC FILE OF YOUR COMPANY LOGO FOR USE ON SIGNS AND MEETING MATERIALS NO LATER THAN SEPTEMBER 1. EMAIL LOGO TO [jane@agamsi.com](mailto:jane@agamsi.com)**

**Return form to: CAIA, 1521 I Street, Sacramento, CA 95814, fax (916)446-1063 or email to [jane@agamsi.com](mailto:jane@agamsi.com).**