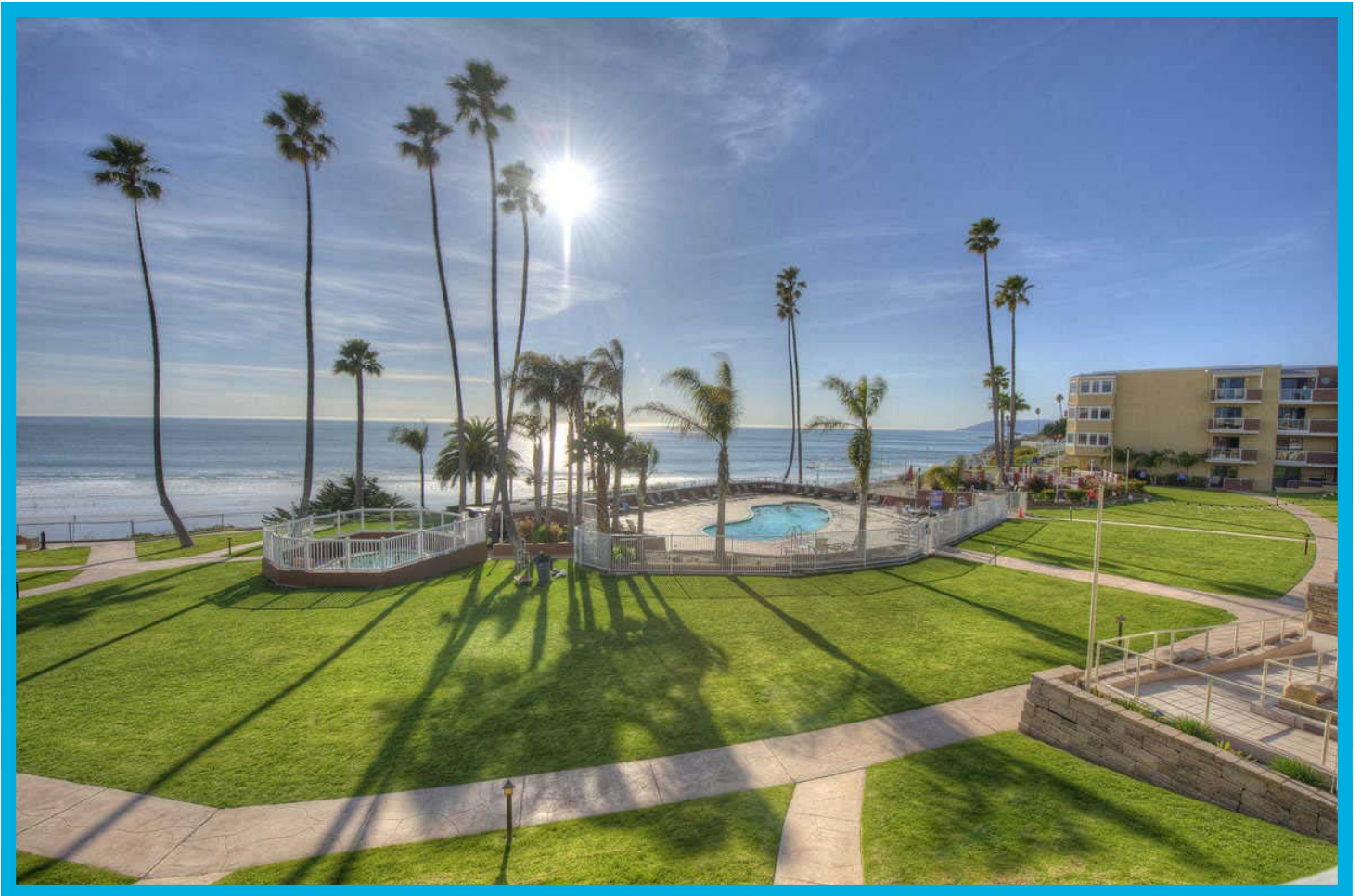




CAIA

California Agricultural
Irrigation Association



2019 Fall Meeting
September 11-13
SeaCrest Oceanfront Hotel
Pismo Beach, CA



2019 CAIA FALL MEETING

We invite CAIA members, irrigation industry representatives and other interested parties to join us for the 2019 Fall Meeting of the California Agricultural Irrigation Association, September 11-13, in Pismo Beach, California. The meeting provides a forum to address new technology, government programs, state and federal legislation 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 11

- **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 12

- **8:30am** *CAIA Member Meeting with Keynote Speaker (non-members welcome!)*
- **12noon** *Tour of Firestone Brewing Company, Paso Robles*
- **6:00pm** *CAIA Cocktail Reception & Outdoor Barbecue*

FRIDAY, SEPTEMBER 13

- **8:00am** ~~*CANCELLED CAIA Golf Tournament at Avila Beach Golf Resort*~~

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 10th. Reservations after August 10th are subject to availability and may be at a higher rate. Make your reservations by:

- Calling the hotel directly at (805)773-4608 (be sure to mention CAIA to get the special rate)
- Online through the CAIA website Events page: <http://calirrigation.com/events.shtml>
- Direct Hotel Link: <https://reservations.travelclick.com/73224?groupID=1260551>

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 August 23rd.



MEETING HIGHLIGHTS (schedule subject to change)

WEDNESDAY, SEPTEMBER 11

- **11:30am-12:45pm Legislative/Regulatory Roundtable Lunch**

Over lunch, Dan Keppen (Family Farm Alliance) and John Farner (Irrigation Association) will discuss state and federal legislation, new and changing regulations, and other issues affecting agriculture and the irrigation industry.

- **1:00pm-4:00pm CAIA Innovation/Educational/Technical Sessions**

- **Cory Bailey of Reinke** will present “A Unique View of An Advanced Mechanized Irrigation System”. Beginning with an elementary view and ending with amazing advancements, the presentation will explore the past and present, providing a unique view into an advanced mechanized irrigation system of today.
- **Kevin France of SWIIM System, Ltd.** leads an organization recognized as a top 25 ag-tech company globally by Forbes Magazine. Among other clients, SWIIM has developed and manages a first-of-its-kind strategic development agreement with Western Growers Association. SWIIM helps organizations develop long-term strategic partnerships with groups including USDA, regional land grant universities and others to develop technologies that can be integrated into the private sector, including the development of multiple patents and related intellectual property.
- **Jack Butler of Manna Irrigation** will present “Using Satellite Remote Sensing Technology to Plan Irrigation” Measuring plant water demand for irrigation scheduling is a challenge. Conventional methods rely on hardware sensors to measure weather or soil moisture resulting in relatively high cost, limited reliability and (so far) low adoption rates. Manna Irrigation is a hardware-free irrigation planning alternative which measures water demand using multispectral satellite imaging in combination with a dense network of “virtual” weather stations. Manna combines these measurements with irrigation system, soil type and other site-based information to deliver accurate irrigation recommendations to a farmer’s laptop or smartphone, free of any farm-based hardware.
- **Inge Bisconer, Daniel Robledo, Robledo Ag and Safety Services, PCA, and Don Spier, Business Manager Precision Laboratories, LLC** will present “Irrigation Water Optimizers ... The Missing Link in Irrigation Efficiency”. Water is our most precious resource and requires a comprehensive approach to its utilization. In this session we will engage the audience in a discussion regarding how the utilization of state of the art technology, sound agronomic practices and irrigation water optimizers allow the grower to optimize their crops, while minimizing their irrigation inputs.
- **Innovation/Technical Panel Discussion**

- **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.

>>>>SCHEDULE CONTINUED NEXT PAGE>>>>



MEETING HIGHLIGHTS (continued)

THURSDAY, SEPTEMBER 12

- **8:30am-11:00am** *CAIA Member Meeting and Breakfast with Keynote Speaker*
CAIA members and non-members are encouraged to attend this business and information session.
 - **Keynote Speaker Stuart Styles, Cal Poly SLO Irrigation Training & Research Center.** Dr. Styles will discuss the state of the California/Western Region's water outlook and the impact of regulations along with the recently updated Irrigation Consumer Bill of Rights, which is intended to help consumers make wiser selections of design options, and appreciate the obligations of the consumer and the dealer in creating irrigation systems.
 - CAIA Officers and Directors will report on CAIA activities, finances, legislation, and student programs.

- **12Noon-4:30pm** *Tour of Firestone Brewing Company, Paso Robles*
Beer Before Glory. Founded in 1996 by brothers-in-law Adam Firestone and David Walker, Firestone Walker Brewing Company is a pioneering regional craft brewery located in Paso Robles. This state-of-the-art brewery produces a diverse portfolio ranging from iconic pale ales to vintage barrel-aged beers. With deep roots in the Central Coast, Firestone employs numerous sustainable practices that reflect their commitment to the local community and landscape.

Tour includes transportation, lunch, brewery tour, and the opportunity to experience the Firestone Visitors Center, Emporium, and Taproom. **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.

FRIDAY, SEPTEMBER 13

- **8:00am** *CANCELLED—CAIA Golf Tournament at Avila Beach Golf Resort*

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 2019 FALL MEETING REGISTRATION * SEPT 11-13 * PISMO BEACH

◆ COMPANY INFORMATION

Company Name: _____ Primary Contact: _____

Address: _____ City, State, Zip _____

Phone: _____ Fax: _____ Email: _____

◆ CAIA MEMBER REGISTRATION <i>(Golfers, please provide handicap or average score)</i>	Wed. Legislative Lunch \$30	Wed. Reception \$50	Thurs. CAIA Meeting n/c	Firestone Brewing Company Tour \$50	Thurs. BBQ Dinner \$65	Total Each Person
NAMES:						
1. _____						\$
2. _____						\$
3. _____						\$
4. _____						\$

◆ NON MEMBER REGISTRATION <i>(Golfers, please provide handicap or average score)</i>	Wed. Legislative Lunch \$40	Wed. Reception \$65	Thurs. CAIA Meeting n/c	Firestone Brewing Company Tour \$65	Thurs. BBQ Dinner \$85	Total Each Person
NAMES:						
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 AUGUST 23rd

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. If you have questions, please call us (916)206-7186
CANCELLATIONS: Cancel by August 23 for a full refund. NO refunds for cancellations after August 23.



CAIA FALL MEETING 2019 SPONSORSHIP OPPORTUNITIES

The California Agricultural Irrigation Association (CAIA) Fall Meeting will be held September 11-13 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 August 23. Sponsorships are on a first come, first serve basis.

EVENT SPONSORSHIP	COST	DATE		AMOUNT
Legislative Roundtable Lunch	\$1000	9/11/19	<input type="checkbox"/>	\$ _____
Technical Session Refreshments	\$500	9/11/19	N/A	RDO WATER
Reception Cocktails	\$1500	9/11/19	<input type="checkbox"/>	\$ _____
Meeting Room—Wednesday	\$500	9/11/19	N/A	SENNINGER IRRIGATION
Reception Hors d'oeuvres	\$1500	9/11/19	<input type="checkbox"/>	JAIN IRRIGATION—\$750 \$ _____ \$750 still available
Meeting Room—Thursday	\$500	9/12/19	N/A	SENNINGER IRRIGATION
Member Meeting Breakfast	\$1000	9/12/19	<input type="checkbox"/>	\$ _____
Tour Bus Charter	\$1000	9/12/19	<input type="checkbox"/>	AMIAD WATER SYSTEMS—\$500 \$ _____ \$500 still available
Tour Lunch	\$500	9/12/19	N/A	BOWSMITH/ALSCO GEYER
BBQ Reception (bar)	\$1000	9/12/19	N/A	NETAFIM USA
BBQ Table Wine	\$800	9/12/19	N/A	RDO WATER
Golf Hole Sponsorships—16 available	\$200 hole	9/13/19	N/A	\$ _____
Closest to the Pin	\$300	9/13/19	N/A	FRESNO VALVES
Longest Drive	\$300	9/13/19	N/A	\$ _____
Golf Drink Tickets	\$300	9/13/19	N/A	\$ _____
Golf Lunch	\$500	9/13/19	N/A	WISECONN ENGINEERING

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: _____

Sponsorships are on a first come, first serve basis. If the sponsorship you select is no longer available, we will contact you with other options. Return form to: CAIA, 1521 I Street, Sacramento, CA 95814, fax (916)446-1063 or email to jane@agamsi.com.

PLEASE PROVIDE AN ELECTRONIC FILE OF YOUR COMPANY LOGO FOR USE ON SIGNS AND MEETING MATERIALS. EMAIL LOGO TO jane@agamsi.com