



You Are Invited...



*Taking the Lead:
Striving for Excellence in Leadership*

AAMSI LEADERSHIP CONFERENCE

October 28-29, 2013 - Hyatt Regency, Sacramento, CA





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Your association management company, Ag Association Management Services, Inc. (AAMS), is pleased to announce its 1st leadership conference in Sacramento on October 28-29, 2013. All members from the associations that AAMS represents are invited to attend this one and a half day conference, which will feature informative and entertaining sessions intended to enhance professional development and leadership/management skills. Participating associations will benefit by enabling the members to become more effective in their leadership skills, which will prove valuable in effectively implementing the goals, programs, and successful, long-term future of their respective associations.

Beyond the educational value of the conference, it will be an opportunity to meet and network with the leaders of all participating associations.

SCHEDULE OF EVENTS

Monday, October 28

5:30-6:30pm Meet and Greet Cocktail Reception

6:30-9:00pm Group Dinner: *Special Guest Speaker CDFA Secretary Karen Ross*



Karen Ross was appointed Secretary of the California Department of Food and Agriculture on January 12, 2011 by Governor Edmund G. Brown Jr. Secretary Ross has deep leadership experience in agricultural issues nationally, internationally, and here in California. Prior to joining CDFA, Secretary Ross was chief of staff for U.S. Agriculture Secretary Tom Vilsack, a position she accepted in 2009. Before her time at the United States Department of Agriculture, Secretary Ross served more than thirteen years as President of the California Association of Winegrape Growers (CAWG), based in Sacramento. During that same period she served as the Executive Director of Winegrape Growers of America, a coalition of state winegrower organizations, and as Executive Director of the California Wine Grape Growers Foundation, which sponsors scholarships for the children of vineyard employees. Among Secretary Ross' many achievements at CAWG was the creation of the nationally-recognized Sustainable Winegrowing Program, which assists wine grape growers in maintaining the long-term viability of agricultural lands and encourages them to provide leadership in protecting the environment, conserving natural resources, and enhancing their local communities.

Tuesday, October 29

7:30am Continental Breakfast

8:00am Welcome & Introductions

8:30am Be an Ambassador for Agriculture

(How to have a conversation about agriculture with potential members, your neighbors, friends, civic groups, the media) presented by Laura McIntosh, the Emmy and James Beard Award nominated Host/Producer/Co-creator of "Bringing it Home", a syndicated and PBS Television Series

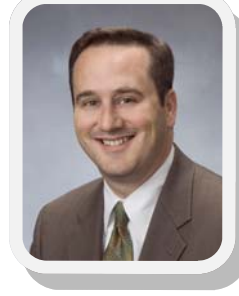
As host and executive producer of the fun and informative traveling cooking program *Bringing it Home with Laura McIntosh*, Laura McIntosh is living her dream. Having grown up in the small farming town of Linden in Northern California, it was only natural that she developed a love of the soil and passion for food that was nurtured by a close-knit family that had been farming for five generations. Today, Laura continues her lifelong commitment to sharing fun and easy ways to enjoy food at its peak of freshness while, at the same time, educating consumers about the cultural and heritage aspects of where our food comes from. As a young adult, Laura left her small town to pursue yet another passion – theater arts – that would later serve her well as a lively, educated and spontaneous on-air host. After studying Theater Arts at the University of California, Santa Barbara, she was accepted into the prestigious American Conservatory Theatre program in San Francisco. Then, after gaining valuable acting and voiceover experience working for a range of reputable local and national companies such as Dodge, The Oppenheimer Group International, Dupont and E&J Gallo Winery, Laura had the opportunity to host and produce The Full Bloom Show which aired on the ABC affiliate in the Sacramento/Stockton/Modesto media market. And, it is important to note, even while traveling all over the world to research food topics and shoot segments for *Bringing It Home*, Laura – along with her husband, their two children and her extended family – always manages to share Sunday dinner together at home to celebrate life, food and family.



Tuesday, October 29 continued.....

9:35 am

Legislative Action (how to forge a meaningful relationship with your local lawmakers and their staff) *presented by Dennis Albiani, AAMSI Legislative Advocate*



Dennis Albiani, Vice President of California Advocates, California's oldest contract advocacy firm, has over 14 years experience in advocacy and public policy. He was most recently the Deputy Legislative Secretary for Resources, Energy, Food and Agriculture and Cal EPA for Governor Arnold Schwarzenegger. Previously, he served in the Davis administration as the appointed Deputy Secretary at California Department of Food and Agriculture. His legislative experience includes a position as consultant to the Senate Committee on Agriculture and Water Resources for then state Senator, now Congressman Costa and as Government Affairs Counsel for the Agricultural Council of California. He has extensive business experience in livestock production, real estate and land use. Dennis is a member of the California State Bar and graduated from McGeorge School of Law with distinction. Dennis has a Bachelor of Science in Agriculture Business and minor in Water Science from Cal Poly San Luis Obispo, where he was recognized as an outstanding graduate from the College of Agriculture. Dennis was a fellow in the prestigious California Agricultural Leadership Program and a graduate from the Dale Carnegie Institute.

10:15 am

Developing Labor Law and the Ever-Changing Landscape of our Workforce *presented by Michael C. Saqui, The Saqui Law Group "Counselors to Management"*

Michael C. Saqui is the managing shareholder of The Saqui Law Group. He has successful experience in all aspects of employer-employee relations, including union organizing campaigns, union elections, boycotts and corporate campaigns, defending unfair labor practice charges, collective bargaining, grievance arbitrations, strike defense, and contingency planning. With over 20 years experience, Mr. Saqui has fought and prevailed against many of the biggest and best financed labor organizations in the U.S. He also handles advocacy and defense in sexual harassment, wrongful termination and complex wage and hour cases in State & Federal Courts, as well as before the myriad of State & Federal enforcement agencies. Mr. Saqui provides the firm's clients with expertise and assistance in employment matters by drafting and implementing employment policies and procedures, providing advice to employers on terminations and discipline, responding to harassment and complaints of discrimination, protection of trade secrets and compliance with the myriad of laws that affect employers. He is one of the most sought after public speakers in California on labor and employment matters.



12:00 noon

Lunch: **TMI: Information Overload, Social Media and Communicating with the Public** *presented by Mike Wade, Executive Director, California Farm Water Coalition*



Mike Wade joined the California Farm Water Coalition, a statewide nonprofit organization headquartered in Sacramento, as executive director in 1998. He oversees the organization's public education and media relations efforts and serves as contact for California's irrigated agriculture industry. In addition to his duties as CFWC executive director, Mike also serves concurrently as the executive director of the Agricultural Water Management Council, a position he acquired in 2001. The Council is a clearinghouse for agricultural water suppliers in the process of developing agricultural water management plans through the Agricultural Water Suppliers Efficient Water Management Act (AB 3616), the USBR Central Valley Project Improvement Act and the California State Water Conservation Act of 2009 (SBx7-7). Prior to joining the Coalition and AWMC, Mike served 11 years as the executive director of the Merced County Farm Bureau and for five years as the executive director of the California Christmas Tree Association. During that time he represented agricultural interests at the county, state and national levels on land use; air quality; labor and marketing. Mike's background includes a partnership in a family-owned almond farming business. He is a pilot, enjoys restoring antique and classic automobiles, camping, boating and other family activities with his wife and daughters.

1:45 pm

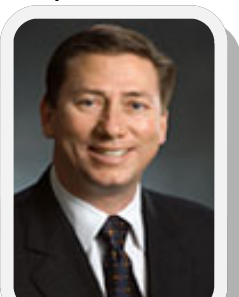
Board Development and Functionality (tools and traits to enhance leadership qualities as a board member and business person) *presented by Don Cameron, Vice President/General Manager, Terranova Ranch Inc.*

Don Cameron is a graduate of California State University, Fresno with a degree in Biology. Since 1981, Mr. Cameron has been Vice President and General Manager of Terranova Ranch Inc, located 25 miles SW of Fresno, California, farming approximately 6,000 acres, in addition to 1,500 acres custom farmed for other clients. In all, 26 crops are grown on the farm. Mr. Cameron owns and farms Prado Farms located in Fresno County. Mr. Cameron has been recognized for his work as an industry leader in technology and conservation. Terranova has garnered acclaim from the regional offices of the EPA, USDA/NRCS, San Joaquin Valley Air Pollution Control District, and recently was paid a visit by EPA Administrator Lisa Jackson. These organizations recognized Mr. Cameron and Terranova for their participation in diesel engine replacement programs, energy conservation measures, and water conservation efforts.



3:00pm

Strategies for Success *presented by Chris Zanobini, President, AAMSI*



Chris Zanobini is the President and CEO of AAMSI. In his role Chris oversees all operations for AAMSI and serves as the lead for California Grain and Feed, California Seed, California Pear Board, Cherry Board, The Kiwifruit administrative committee and the California Association of Nurseries and Garden Centers. In his career, Chris has served in many roles with industry groups including California Grown, The World Apple and Pear Association, The Ag Issues Forum, The Ag Export Council, The Alliance for Food and Farming, The California State Fair Ag Advisory Committee and Future Farmers Foundation. Prior to his role in organizational leadership, he was Director of Floral Sales for Dierberg's Markets in St. Louis, MO and as General Manager and owner of wholesale and retail flower operations in California. Chris graduated from the University of California at Davis with a degree in Plant Science and an emphasis in Agricultural Management. He holds a Masters in Business Administration emphasizing marketing and management from the U.C. Davis Graduate School of Management.

Participating Associations

American Registry of Professional Animal Scientists (ARPAS, California Chapter)

Association of California Egg Farmers

Buy California Marketing Agreement

California Agricultural Irrigation Association

California Alfalfa and Forage Association

California Association of Nurseries and Garden Centers

California Association of Wheat Growers

California Bean Shippers Association

California Cherry Board

California Cotton Alliance

California Egg Industry Association

California Grain & Feed Association

California Grape Rootstock Improvement Commission

California Pear Advisory Board

California Pear Growers Association

California Seed Association

California State Floral Association

California Tomato Farmers

California Warehouse Association

California Women for Agriculture

Kiwifruit Administrative Committee

Pacific Coast Renderers Association

Pacific Egg & Poultry Association





AAMSI FALL CONFERENCE REGISTRATION FORM

Taking The Lead: Striving for Excellence in Leadership October 28-29, 2013 ~ Hyatt Regency Hotel, Sacramento, CA

Name:

Company:

Address:

City:

State:

Zip Code:

Phone:

Fax:

Email:

Registration Fee for One Attendee

\$100.00

PAYMENT OPTIONS:

☐ Check Enclosed

☐ Send Invoice

☐ Use Credit Card Below

Name on card:

Signature:

Credit Card Number:

Expiration Date:

3-digit Code:

Billing Zip Code:

*Payment Information: Make checks payable to AAMSI
Contributions or gifts to AAMSI are not tax deductible as charitable contributions.
Registration Due by: October 25th / Cancellations after October 25, 2013 will not be refunded.*

HOTEL INFORMATION:

***Hyatt Regency Sacramento
1209 L Street, Sacramento, CA 95814 (916) 443-1234 www.sacramento.hyatt.com
Group Discounted Room Rate of \$159.00 single/double
Deadline to receive the group discounted rate is October 25, 2013
Attendees Must Make Hotel Reservations Directly With Hyatt Hotel***

**AAMSI 1521 I Street * Sacramento, CA 95814 * (916) 441-1064 * (916) 446-1063
www.agamsi.com**