



MID-WINTER MEETING

January 15 & 16, 2025

JANUARY 15, 2025

1:00 - 2:00 PM | REGISTRATION OPENS | NETWORKING

Refreshments and drinks provided

2:00-4:00 PM | LEGISLATIVE INSIGHTS: FEDERAL AND STATE PERSPECTIVES

Join our federal and state government affairs experts for an in-depth discussion on key political and legislative issues. Gain valuable insights into current policies, upcoming challenges, and advocacy strategies impacting our industry at the state and national levels.

JANAE BRADY

Vice President, Government Affairs | American Seed Trade Association



Janae Brady serves as the Vice President of Government Affairs for the American Seed Trade Association, where she has worked since 2020. She previously served as staff for the Senate Committee on Agriculture, Nutrition, and Forestry, where she advised the Chairman on policy issues, including international trade, agricultural research, biotechnology, crop protection, and agricultural defense.

SHAUN JILLIONS

Attorney/Consultant | Jillions Group LLC



Shaun brings nearly two decades of experience representing corporations, utilities, trade associations, and nonprofits before all levels of elected and appointed governmental entities in Oregon and before our Congressional delegation in D.C. Specializing in legislative and regulatory issues surrounding natural resources, Shaun combines strategic lobbying with external communications to drive impactful advocacy.

4:00 – 6:00 PM | PAST PRESIDENTS RECEPTION

Beverages and heavy hors d'oeuvres

This special event is a chance to honor the leaders who have shaped our association while connecting with speakers, peers, and other attendees. Build new relationships, share ideas, and celebrate the milestones that brought us here.

JANUARY 16, 2025

7:15-8:00 AM | REGISTRATION | CONTINENTAL BREAKFAST

Enjoy a continental breakfast featuring fresh fruit, assorted European pastries, and yogurt with various toppings to suit every taste. Coffee, tea, and juice included.

The exhibit hall is open.
Please visit our wonderful vendors and sponsors.

8:00 – 8:10 AM | CALL TO ORDER

Joe McAlhany, AMPAC Seed Company, OSA President

Welcome
Introductions

8:10-9:45 AM | GENERAL SESSION

All members welcome

Association Update | Joe McAlhany, AMPAC Seed Company

Financial Update | Kate Hartnell, Saddle Butte Ag & Nick Nova, Turf Merchants Inc

Partner Updates

- American Seed Trade Association | Janae Brady, Vice President of Government Affairs
- Oregon Seed Council | Megan Chuinard, Executive Director
- Oregon Department of Agriculture | Elizabeth Savory, Program Manager, Plant Health, Seed Regulatory, & Smoke Management
- Oregon State University | Dan Curry, Director – Seed Services

9:45-10:00 AM | BREAK & EXHIBIT HALL

Coffee and tea are available.

Please enjoy the time to visit each exhibitor booth.

10:00 – 11:00 AM | KEYNOTE PRESENTATIONS

Agricultural economists share insights on Oregon's farmland market trends and the financial challenges of regulatory compliance.

Please join us as we hear from two distinguished economists and presenters from Oregon State University.



Oregon State

DAN BIGELOW

"Recent Trends in Oregon's Farmland Market"



Dan Bigelow is an Assistant Professor in the Department of Applied Economics at Oregon State University. His research and extension programs focus on local and regional economic development, with emphasis on issues concerning land use, real estate markets, and natural resource policy. He also teaches and advises students in the Applied Economics Graduate Program. Prior to joining OSU in 2022, he was an Assistant Professor at Montana State University and a Research Economist at USDA's Economic Research Service. He holds degrees from OSU (PhD, 2015) and the University of Massachusetts (BS/MS, 2008/10).

TIM DELBRIDGE

"Cost of Regulatory Compliance on Oregon Farms"



Tim Delbridge is an agricultural economist focusing primarily on farm-level production and management issues. His research and outreach projects include topics of investment analysis, cropping system decisions, risk management, and the impacts of technology and regulation on agricultural markets and farm profitability. He also teaches a number of undergraduate classes at OSU in the Department of Applied Economics. Prior to joining OSU in 2022, he was an Associate Professor in the Agribusiness Department at Cal Poly-San Luis Obispo. He holds degrees from the University of Minnesota and the University of Wisconsin-Madison.

11:00 AM – 11:15 AM | SCHOLARSHIP PRESENTATION

Doug Pickles, Lewis Seed

Award Presentations

11:15 AM – 12:00 PM | LEGISLATIVE COMMITTEE

Chair: Rachel Hankins, Barenbrug USA

Lobbyist: Shaun Jillions, Jillions Group LLC

Dive into the latest legislative priorities and policy initiatives shaping our industry. This session provides updates on advocacy efforts, discusses key issues on the horizon, and offers an opportunity for members to contribute to the association's legislative strategy.

12:00-1:00 PM | BUFFET LUNCH & TRIVIA!

Make-Your-Own Sandwich Buffet with fresh bread, meats, cheeses, and toppings to suit every taste.

Pick your table wisely! 12:30 – 1:00, tables will compete head-to-head for prizes in a fun trivia challenge.



1:00–1:15 PM | SPONSOR PRESENTATIONS

A word from our sponsors.

1:15 PM -1:35 PM | LOGISTICS & FREIGHT

Chair: Brandon Bishop, Ioka Marketing

Domestic Freight and Logistics Update: Insights from Mode Transportation

1:35-2:15 PM | SCIENCE & TECHNOLOGY

Chair: Colin Scott, The Scotts Company

This session will feature expert speakers reporting on the latest turf and forage research, highlighting innovations and practical applications for the industry.

2:15-2:45 PM | DATA & PRODUCTION

Chair: Chase Cochran

A panel of field representatives will provide an in-depth look at production regions, covering current acreage, pressing issues, and hot topics unique to each area. Join us for valuable updates and a dynamic discussion on the challenges and opportunities shaping the regions we serve.

2:45-3:00 PM | PUBLIC RELATIONS

Chair: Sheri Goldsmith, Fusion Seeds

- Public Relations Projects
- O.N.E. Committee, Cody Gyllenberg, Columbia River Seeds
- Associates Committee, Joe McAlhany & Kate Hartnell

3:00-3:05 PM | SHOTGUN RAFFLE DRAWING

The winner will be chosen for the Weatherby Orion shotgun

3:05-3:20 PM | BREAK & EXHIBIT HALL

Refreshments are available. Please enjoy the time to visit each exhibitor booth.

3:20-5:00 PM | CLOSED SESSION

Active members only

5:00 PM | ADJOURN

Thank you for coming!

Thank You

SPONSORS

A special **Thank You** to the following 2024 sponsors.
Please support these sponsors by doing business with them whenever possible.



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HOTEL RESERVATIONS

BEST WESTERN PREMIER BOULDER FALLS INN
505 MULLINS DRIVE, LEBANON, OREGON 97355

Call for reservations: 541-451-1000

Reserve by December 20, 2024, for group rates of \$124.99/night

Reference: Oregon Seed Association Winter Meeting



SHOTGUN RAFFLE

Weatherby Orion 12-gauge over/under 26" barrel

Value \$1049.00

Cost: \$10.00 per ticket

Drawing will be on January 16th after the committee meetings

***The winner must pass a background check. ***

Proceeds go to the OSA scholarship fund.



WEATHERBY®



ORION - 12-GUAGE OVER/UNDER 26" BARREL

\$10/TICKET

| CALIBER | WEIGHT | OVERALL LENGTH | MAG CAPACITY | BARREL LENGTH | CHAMBER |
|--------------|----------|----------------|--------------|---------------|-------------|
| 12 GAUGE | 7lbs. | 43.75" | N/A | 26" | 3" |
| CAMO PATTERN | CHOKE | LENGTH OF PULL | DROP @ COMB | DROP @ HEEL | SIGHTS |
| N/A | IC, M, F | 14.625" | 1.625" | 2.375" | Brass Front |

DRAWING JANUARY 16, 2025

*****Winner must pass a background check*****

PROCEEDS BENEFIT THE OSA SCHOLARSHIP FUND

REGISTRATION FORM

January 15-16, 2025: OSA Mid-Winter Meeting

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

**Return form by January 06, 2025, to avoid late registration fees.
 Cancellations must also be received by January 06 for a full refund.**

January 15, 2025 = \$25.00 members or \$50 non-members

Refreshments and drinks are included. Past-President Reception: beverages and heavy hors d'oeuvres.

January 16, 2025 = \$75.00 or \$150 non-members

Breakfast and lunch are included.

Let us know about any food allergies or sensitivities, or special dining considerations.

BOTH DAYS = \$100.00 or \$200 non-members

List name and contact information as it should be included on the name badge and in the attendee list.

| | | | | |
|--------|--|---------------------------------|---------------------------------|--------------------------------------|
| Name: | | <input type="checkbox"/> Jan-15 | <input type="checkbox"/> Jan-16 | <input type="checkbox"/> Jan-15 & 16 |
| Email: | | Phone: | | |
| Name: | | <input type="checkbox"/> Jan-15 | <input type="checkbox"/> Jan-16 | <input type="checkbox"/> Jan-15 & 16 |
| Email: | | Phone: | | |
| Name: | | <input type="checkbox"/> Jan-15 | <input type="checkbox"/> Jan-16 | <input type="checkbox"/> Jan-15 & 16 |
| Email: | | Phone: | | |
| Name: | | <input type="checkbox"/> Jan-15 | <input type="checkbox"/> Jan-16 | <input type="checkbox"/> Jan-15 & 16 |
| Email: | | Phone: | | |
| Name: | | <input type="checkbox"/> Jan-15 | <input type="checkbox"/> Jan-16 | <input type="checkbox"/> Jan-15 & 16 |
| Email: | | Phone: | | |
| Name: | | <input type="checkbox"/> Jan-15 | <input type="checkbox"/> Jan-16 | <input type="checkbox"/> Jan-15 & 16 |
| Email: | | Phone: | | |

Duplicate page if more space is needed.

Total Attendees:

| | # of attendees | | Subtotal |
|-------------|----------------|----------------|----------|
| Members | _____ | Day 1 \$25.00 | \$ _____ |
| | _____ | Day 2 \$75.00 | \$ _____ |
| | _____ | Both \$100.00 | \$ _____ |
| Non-Members | _____ | Day 1 \$50.00 | \$ _____ |
| | _____ | Day 2 \$150.00 | \$ _____ |
| | _____ | Both \$200.00 | \$ _____ |

Exhibit Booth: 8' skirted table, chair **\$200** **Subtotal:** \$ _____
(If purchased separately from the 2025 sponsor package. Electricity hookup extra.)

TOTAL REGISTRATION FEES DUE: \$ _____

Payment: Refunds not available after January 06, 2025

- Check to: Oregon Seed Association enclosed or will follow promptly
- Credit Card # _____ CVC #: _____ Exp.: _____
Name on Card: _____ Billing Zip Code: _____
- Invoice me (OSA members only; payment due within 30 days). List address if different than above:

-

Return the registration form with a check to:

Oregon Seed Association
PO Box 262
Tangent, OR 97389

or

Email for invoicing, which allows online and credit card payments to:

info@oregonseed.org

Questions?

Karen Withers
Interim Executive Director
503-767-8232
info@oregonseed.org