



50<sup>th</sup>

## Annual Convention



St. Regis Resort  
Dana Point, CA  
January 22 – 24, 2012

### BOARD OF DIRECTORS

President ..... Aaron Silva, California  
Vice President ..... George Wooten, North Carolina  
Treasurer ..... Randle Wright, Mississippi  
Executive Secretary ..... Charles Walker

### DIRECTORS

Leonard Kichler ..... Alabama  
Terris Matthews ..... Arkansas  
Kelsey McKoin ..... Louisiana  
Jamie Earp ..... Mississippi  
Benny Patton ..... New Jersey  
Norman Brown ..... North Carolina  
Jerry Gallop ..... South Carolina  
Don Kerr ..... Tennessee  
Preston Davis ..... Virginia

### ORGANIZING COMMITTEE

The Sweet Potato Council of California  
University of California Cooperative Extension

### VISIT VENDORS AND DISPLAYS

Monarch Ballroom Promenade  
Starting Sunday, January 22, at 1:00 pm

## Saturday, Jan 21:

Afternoon ..... open  
Afternoon ..... visit AG Kawamura Farms  
6:00 pm ..... Sweet Potato Council of CA  
*pre-convention meeting*  
*Monarch Ballroom Promenade*

### TICKETS REQUIRED

*Please note that all meals and tours require tickets from the registration packet.*

## Sunday, Jan 22:

Am/pm ..... church, golf, beaches, and harbors  
*SPC golf arrangements TBA by email to those who registered on-line*

12:00 pm ..... Vendor set up  
Monarch Ballroom Promenade

1:00 pm ..... Registration  
Monarch Ballroom Promenade

1:00 pm ..... SCRI Meeting  
*Sweetpotato Specialty Crops Research Initiative (SCRI) meeting. Focus: food safety. Project advisors, producers, or other industry leaders are invited.*  
Malta boardroom

2:00 pm ..... Board of Directors Meeting  
Malta boardroom

5:30 pm ..... no-host hospitality area  
Pacific Ballroom Promenade  
*Live Band: Rossi Music – Instrumental Jazz*

6:30 pm ..... President’s Reception  
Pacific Ballroom and Promenade  
*Meal ticket required.*

### Hosted by

**Simplot Grower Solutions, Simplot Food Group**  
**A.V. Thomas Produce**

## Monday, Jan 23:

### MORNING

7:00 am ..... Breakfast  
Pacific Ballroom  
*This is a plated event – please by on time. Meal ticket required.*

Invocation ..... Nathan Mininger

Presentation of Colors .... VFW Dana Pt. post 9934

Welcome ..... Aaron Silva  
*President, Sweet Potato Council of California*

**Hosted by John Deere Water  
Ranchers Tractor Co., Merced**

### GENERAL SESSION, MONARCH BALLROOM

8:00 am ..... Vendor area opens  
Monarch Ballroom Promenade

8:30 am .. SoCal Agriculture Issues and Production  
*Dr. John Kabashima*  
*UC Cooperative Extension, Orange County.*

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8:45 am ..... Spouse Tour  
*Board busses for Mission San Juan Capistrano and Newport Beach waterfront boat cruise.*

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9:00 am ..... Sweetpotato Viruses  
and the FPS Program at UC Davis  
*Sue Sim*  
*Staff Research Associate and Tissue Culture Lab Manager, UC Davis Foundation Plant Services.*

9:30 am ..... Farming in Surburbia:  
The future of urban agriculture  
A.G. Kawamura  
*Farmer and former Secretary, Cal Dept of Food and  
Agriculture under Gov. Schwarzenegger.*

10:00 am ..... Break  
**Hosted by Dow AgroSciences, LLC**

10:30 am ..... The Party Bus Report  
*Amanda Anderson*

11:00 am ..... State Highlights  
*NJ, VA, SC, TX, AR, Canada*

#### **AFTERNOON**

11:30 am ..... Newport Beach waterfront boat cruise  
*Assemble in hotel lobby and board busses to join spouse  
tour in Newport Beach. Don't forget your ticket.*

1:00 pm ..... Boat departure and lunch  
*Horn Blower Cruises, 2431 West Coast Hwy  
Newport Beach*

**Hosted by Yagi Bros Produce, Inc.,  
Weimer Farms LLC**

4:00 pm ..... Return to shore  
*Board busses to return to St. Regis.*

5:30 pm ..... Board of Directors meeting  
*Malta boardroom, immediately after the tour.*

Evening ..... Free  
*No events planned – dinner on your own.*

## **Tuesday, Jan 24**

### **MORNING**

7:00 am ..... Breakfast  
Pacific Ballroom  
*This is a plated event – please by on time. Meal ticket  
required.*

**Hosted by Fox Packaging,  
Garton Tractor, Inc.**

### **GENERAL SESSION, MONARCH BALLROOM**

8:00 am ..... Vendor area opens

8:30 am ..... California sweetpotato  
production practices  
*Bob Weimer, Weimer Farms*

9:00 am ..... New developments in sweetpotato  
production methods in California.  
*Scott Stoddard  
UC Cooperative Extension, Merced, CA*

9:30 am ..... SPC Digital marketing efforts  
*Jason Tucker  
Vice President, Sweet Potato Council of California*

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9:30 am ..... Spouses tour  
*Meet in hotel lobby to board busses to Dana Point  
Harbor for shopping and dining.*

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9:45 am ..... State highlights.  
*AL, MS, LA, NC, CA, and processors*

10:15 am ..... Break  
**Hosted by Atwater Irrigation Inc.**

10:45 am ..... Food safety update  
for sweetpotato packers and producers  
*Diane Ducharme*  
*GAP Program Coordinator, North Carolina State*  
*University*

11:15 am ..... LSU breeding program and new  
licensing methods for patented varieties  
*Dr. Don LaBonte*  
*LSU AgCenter School of Plant, Environmental*  
*and Soil Sciences*

11:45 am ..... Business meeting  
*Charles Walker*  
*Executive Secretary, U.S. Sweet Potato Council*

12:00 noon ..... Lunch (on your own)

Afternoon ..... open  
*Note: Spouses' tour at Dana Pt. Harbor, limited bus*  
*service provided from hotel lobby for those who would*  
*like to join their spouse for lunch.*

## **EVENING**

5:00 pm ..... Social hour  
and no-host hospitality area  
Pacific Ballroom Promenade  
*Live Band: Rossi Music – Instrumental R&B*

7:00 pm ..... Banquet  
Pacific Ballroom  
*Meal ticket required.*

**Hosted by Quail H Farms, LLC**  
**Bruce Foods Corporation**  
**ConAgra Foods Lamb Weston**

Presiding ..... Aaron Silva  
*President, Sweet Potato Council of California*

Invocation ..... Nathan Mininger

Distinguished Service Award Presentation .....  
*Randle Wright, Vardamon MS*  
*& Charles Walker, Executive Secretary*

Keynote speaker ..... Fred McClure  
*DC Managing Partner, SNR Denton*

Entertainment ..... Conventions of Yesteryear  
*A rolling slideshow of pictures from previous*  
*conventions.*  
*Duane Hutton and Craig Arnold*

*"Cultivators of the earth are the most valuable citizens.*  
*They are the most vigorous, the most independent, the most*  
*virtuous, and they are tied to their country and wedded to*  
*it's liberty and interests by the most lasting bands."*  
*Thomas Jefferson, 1785*

**SPOUSES PROGRAM**

*Tickets required for all tours and meals.*

**Sunday, Jan 22:**

1:00 – 5:00 pm ..... Registration  
Monarch Ballroom Promenade

5:30 – 6:30 pm ..... no-host hospitality area  
Pacific Ballroom Promenade

6:30 pm ..... President’s Reception  
Pacific Ballroom and Promenade

**Monday, Jan 23:**

**MORNING**

7:00 am ..... Breakfast  
Monarch Ballroom

*This is a plated event – please by on time. Meal ticket required.*

8:45 am ..... Mission & Harbor Cruise  
Meet in front of the hotel lobby to board busses.  
*Transportation to Mission San Juan Capistrano for 9:30 am guided tour then some free time to look around.*  
*11:00 am board busses to travel up scenic Highway 1 along the California Coastline for Newport Beach harbor cruise.*

**Hosted by California Sweet Potato Growers & Garcia Farms Produce**

1:00 – 4:00 pm ..... Lunch and harbor cruise  
*Horn Blower Cruises, 2431 West Coast Hwy Newport Beach*

**EVENING.....** No events planned after the tour

**SPOUSES PROGRAM**

*Tickets required for all tours and meals.*

**Tuesday, Jan 24**

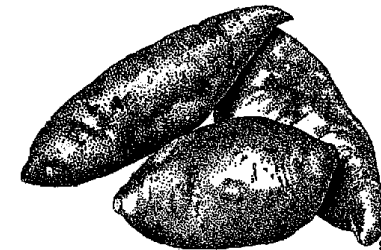
**MORNING**

7:00 am ..... Breakfast  
Monarch Ballroom

*This is a plated event – please by on time. Meal ticket required.*

9:30 am – 3:30 pm ..... Dana Pt. Harbor  
*Transportation to Dana Pt. Harbor for shopping and dining. Bus leaves on the half-hour from the hotel lobby. Last bus back at 3:00 pm.*

**Hosted by Doreva Produce Company**



**U.S. total production** of sweetpotatoes in 2011 was 2.7041 **billion** pounds, an increase of 13.4% over 2010. This is the largest in 61 years, and is the 6<sup>th</sup> straight year of increased production.

## **EXHIBITORS**

Ag World Support Systems  
AgriControl Technologies Inc.  
Exeter Engineering  
Farmer's Harvest Inc.  
Grassworks Weed Wiper LLC  
Industrial Ventilation, Inc.  
J&M Industries  
Jain Irrigation Inc.  
Jet Harvest Solutions  
Lockweed Mfg  
Mark Rice  
Mayo Mfg  
Mechanical Transplanter Co LLC  
Netafim USA  
Odenberg Inc.  
Strickland Bros Enterprises Inc.  
UFP Thornton LLC  
Willsie Equipment Sales

**VISIT VENDORS AND DISPLAYS**  
Monarch Ballroom Promenade  
Starting Sunday, January 22, at 1:00 pm

## **SPONSORS**

ConAgra Foods Lamb Weston  
Simplot Soil Builders  
Simplot Food Group  
  
A.V. Thomas Produce  
Fox Packaging  
John Deere Water  
Quail H Farms LLC  
Weimer Farms LLC  
Yagi Bros Produce, Inc.  
  
Atwater Irrigation, Inc.  
Bruce Foods Corporation  
California Sweet Potato Growers  
Doreva Produce Company, Inc.  
Dow AgroSciences LLC  
Garcia Farms Produce  
Garton Tractor, Inc.  
Moody Dunbar, Inc.  
Ranchers Tractor Co.  
Winton-Ireland-Strom & Green Ins.  
  
American AgCredit, ACA  
Atwater Tire Service, Inc.  
California Fresh Farm  
Chevron Oil Products  
Crop Production Services  
D&S Farms  
Billy Grissom  
Hillberg & Co CPA  
Hills Valley Transportation  
International Paper  
Mid Valley Agriculture Services  
Modern Steel Structures  
N&S Tractor  
Netafim USA  
Quality Well Drillers  
STS Ranch LLC  
Wada Farms Marketing Group  
Yosemite Farm Credit, ACA