



DAILY SCHEDULE

Wednesday, January 21, 2009

8:00 a.m.-5:00 p.m. Registration – Foyer
 12:00 p.m.-1:00 p.m. Lunch
Sponsored by Dow/Phytogen and the California Cotton Growers & Ginners Association
 1:00 p.m.-3:00 p.m. Session 1 – Part 1
 3:00 p.m.-3:15 p.m. Break
Sponsored by Supima and Dupont
 3:15 p.m.-5:00 p.m. Session 1 – Part 2
 6:00 p.m.-7:30 p.m. Welcome Reception
Sponsored by Western Farm Press Magazine

Thursday, January 22, 2009

7:00 a.m.-8:00 a.m. Breakfast
Sponsored by Nufarm Americas, Inc.
 8:00 a.m.-10:15 a.m. Session 2 – Part 1
 10:15 a.m.-10:30 a.m. Break
Sponsored by Calcot and CASE IH
 10:30 a.m.-12:00 p.m. Session 2 – Part 2
 12:30 p.m.-5:00 p.m. Golf Tournament
Fifth Annual Central Coast Cotton Conference Golf Classic sponsored by Bayer CropScience
 12:00 p.m.-5:00 p.m. Ag-Venture Tour

Friday, January 23, 2009

7:00 a.m.-8:00 a.m. Breakfast
Sponsored by Precision Ag, Inc.
 8:00 a.m.-10:00 a.m. Session 3 - Part 1
 10:05 a.m.-10:15 a.m. Break
Sponsored by California Assn. of Pest Control Advisors and ORO Agri, Inc.
 10:15 a.m.-12:30 p.m. Session 3 - Part 2

John Palmer / moderator



Known for his quick wit and engaging presentations, John Palmer, a long-time member of the California cotton industry will moderate the 2009 Central Coast Cotton Conference.

Palmer has worked with San Joaquin Valley cotton for more than 28 years. With a master's degree in agronomy from Kansas State University, Palmer has worked for cotton farming giant J. G. Boswell; grower seed co-op, California Planting Cotton Seed Distributors; and corporate giants DOW/Phytogen Seed Company and Bayer CropScience.

The Central Coast Cotton Conference is now in its sixth year. *It has become recognized as a valuable resource for the California cotton industry. Its mission is to support California cotton production through networking, interactive learning and continuing education for growers, consultants, PCAs, educators and industry representatives. The three-day conference is held at a beautiful, ocean front resort giving participants a great opportunity to learn, interact and relax. It's also a great way for PCAs and certified agronomists to earn valuable continuing education credits.*

ACTIVITIES

Fifth Annual Central Coast Cotton Conference Classic

Thursday, January 22, 2009 / 12:30 p.m.

Come play in the Fifth Annual Central Coast Cotton Conference Golf Tournament. Enjoy an 18-hole, best ball tournament at the scenic Avila Beach Resort. All levels of golfers are encouraged to participate. Tournament entry includes green fee, cart, lunch, beverages and prizes.

Shotgun start: 12:30 p.m.

\$125 per person

Late registration \$150 per person (after Jan. 7, 2009)

Central Coast Ag-venture

Thursday, January 22, 2009 / 12 Noon

A one-of-a-kind tour developed especially for guests of the Central Coast Cotton Conference. If you've attended Becky's custom tours in the past, you know you won't want to miss it. This unique tour will give you an insider's look at working farms on the Central Coast. The tour includes transportation, lunch and gratuities. The bus will depart and return to The Cliffs Resort.



☼ **Green Acres Lavender Farm** *Enjoy lunch, a tour of a working lavender farm and gift shop.*

☼ **Olea Farm** *Stroll through the silvery olive groves nestled among vineyards, then visit the tasting room and European antique furniture warehouse.*

☼ **Robert Hall Winery & Vineyards** *Experience an inside look at wine production on the Central Coast. Winemaker Don Brady will guide you through the vineyards, winery and caves.*

☼ **Wine and Cheese Pairing** *Enjoy a private tasting of Robert Hall's wines paired with specialty cheeses from Paso Robles' Bon Vivant Cheese Shop.*

\$79 / per person AFTER JANUARY 7, 2009: \$95

Register now at www.cottonconference.com or call 805-239-8200



learn interact relax

Wednesday, January 21, 2009

SESSION 1 - Production & Agronomy 1:00 p.m. – 5:00 p.m.

The more a farmer knows about the fundamentals of growing cotton and other crops, the better able he is to respond to challenges throughout the year. This session will focus on cotton production with an emphasis on an integrated systems approach to production practices. The session will include a review of the 2008 cotton growing season, an in-depth look at cotton physiology, and discussions on soils, weeds and pest management that can be applied across field crops.

Welcome and Introduction, John Palmer

2008 Year in Review, Lowell Zelinski, Ph.D., Agronomist - Precision Ag, Inc.

One of California's premiere cotton experts will take a look back at the 2008 growing season – the challenges and successes – and lead an interactive discussion on how to learn from them.

Cotton Physiology, Lowell Zelinski, Ph.D., Agronomist - Precision Ag, Inc.

Not many know more about how and why cotton grows cotton than Dr. Lowell Zelinski. He'll present an engaging, open discussion beneficial to anyone working with cotton production.

Influence of biological organisms in the soil, Tom Ruehr, Ph.D., Professor Emeritus - Cal Polytechnic University, San Luis Obispo

The basis of all crop production begins with the soil. Last year's conference favorite – Dr. Tom Ruehr – is back with an enlightening exploration of the biological basis of soil fertility applicable to all crops.

Insect biology across shifting

landscapes, Pete Goodell, Ph.D., IPM Specialist - U.C. Cooperative Extension
California's integrated pest management expert will take a look at how changes in our crop mix influence insect pests in the San Joaquin Valley.

A farming systems approach to weed management, Steve Wright, Farm Advisor - U.C. Cooperative Extension

As diversity in field crop production increases so does the challenge of weed management. U.C. weed specialist Steve Wright will address the importance of an integrated approach to weed control in field crops.

Thursday, January 22, 2009

SESSION 2 - Technology & Techniques 8:00 a.m. – 12:00 p.m.

Learn about advances in technology such as precision farming techniques, and its applications and uses you may have never thought about. This session will also explore ideas and recommendations for water use, production practices and advances in biotechnology.

Innovative uses of precision farming technology, Tim Sherrill, J.G. Boswell Company; Brock Taylor, Brock Taylor Consulting; and Lowell Zelinski, Ph.D., Precision Ag, Inc.

A panel of three of San Joaquin Valley's most avid users of precision farming in field crops will explore its uses beyond its normal realm. Topics such as variable rate irrigation in tomatoes, controlling weeds in areas of no growth, and using NDVI for plant growth regulator applications.

Water issues in agriculture, Speaker TBA

Water – or the lack of it – is one of the most important issues in California agriculture today. A variety of water-related issues will be explored including a water availability outlook for 2009.

Crop biotechnology update,

David Anderson, Global Leader Cotton Breeding - Dow/Phytogen

Find out what's happening in the development and regulation of genetically enhanced crops.

Water and fertility issues in drip irrigated cotton, Bob Hutmacher, Ph.D., Center Director - U.C. Cooperative Extension

A look at the importance of modifying your irrigation and fertility program in drip irrigated cotton.

Tips and techniques for integrating cotton production with corn, wheat, and processing tomatoes, Daniel Burns, Owner - San Juan Ranch

One way to keep cotton in the mix is an integrated farming approach. This discussion will examine the relationships between growing cotton and other field crops.

Economics of producing cotton versus other field crops, Speaker TBA

How do the costs of cotton production compare to other field crops? This presentation will contrast the economies of field crop production in the San Joaquin Valley with a special emphasis on cotton.

Friday, January 23, 2009

SESSION 3 – Outlook & Updates 8:00 a.m. – 12:00 p.m.

Industry Updates, Corporate Sponsors

Industry representatives will share the latest updates on new products and developments in cotton and other field crops.

Cotton quality by variety, Craig Stevens, Dunavant of California

Find out how the quality of different varieties compared in 2008.

Pima cotton: can we maintain the market? Jeff Elder, Chairman - Supima

A look at what it will take for the San Joaquin Valley to remain the reliable supplier of Pima cotton.

Maintaining the California cotton industry infrastructure, Earl Williams, President & CEO - California Cotton Growers & Ginners Association

Despite declining cotton acreage in the San Joaquin Valley, the maintenance of infrastructure for ginning and processing cotton is paramount so that it will still be there when the economics of cotton improve. Learn what it will take to keep the system in place.

U.S. and global outlook and issues in cotton production, Ted Sheeley, Chairman - Cotton Inc. / Owner - AZCAL Management
Cotton production and consumption is influenced by factors throughout the U.S. and around the world. Ted Sheeley, one of California's key cotton growers and the current chair of Cotton Inc., will discuss how these factors will affect the future of cotton.

**PCAS AND AGRONOMISTS:
EARN VALUABLE
CONTINUING EDUCATION
CREDITS**

**CAN'T ATTEND
ALL THREE DAYS?
DAILY REGISTRATION AVAILABLE**

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