

CONFERENCE PROGRAM



INSPIRE

2025 ANNUAL MEETING & CONFERENCE



MARCH 17 - 19, 2025
TERRANEA RESORT
RANCHO PALOS VERDES, CA

PRESIDENT & CHAIR MESSAGE

WELCOME

As we celebrate UnitedAg's 45th Annual Meeting & Conference, we embrace not just a milestone but a Sapphire Anniversary—a symbol of wisdom, resilience, and vision. Much like the sapphire's deep and enduring brilliance, **INSPIRE** reflects our commitment to igniting innovation, strengthening partnerships, and shaping the future of agriculture with clarity and purpose.

Since our last gathering in Napa, California, the relevance of our theme—**INSPIRE**—has never been greater. Inspiration fuels transformation, and together, we will spark new ideas, foster meaningful partnerships, and lay the foundation for a healthier future in agriculture.

As we celebrate this Sapphire Anniversary, let's embrace the power of inspiration uplift one another, and set bold new paths forward.

Welcome to INSPIRE 2025: The Sapphire Anniversary Celebration!



Kirti Mutatkar
President & CEO



Eric Bream
BOD Chair

2025-26

BOARD OF DIRECTORS

CHAIR

Eric Bream
Bream Family Farms

VICE CHAIR

Richard Plato
Christopher Ranch

TREASURER

Santiago Martin, Jr.
Trilogy Personnel & Land Management

BOARD MEMBERS

Sarah Gargan, *Kaweah Pump*
Matt Bastone, *Plantel Nurseries*
Marylu Ramirez, *GoodFarms*
Gary Thiara, *Empire Farming Co.*

CORPORATE OFFICE

54 Corporate Park
Irvine, CA 92606
unitedag.org

MEMBERSHIP INFORMATION

800.223.4590
membership@unitedag.org

OUR MISSION

To bring innovative health benefit solutions to agribusiness by meeting our members' employee benefits needs, advocating for ag with lawmakers, and helping them comply with regulations.

FOLLOW US



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SCHEDULE OF EVENTS

MONDAY, MARCH 17

BOARD OF TRUSTEES LUNCH & MEETING (CLOSED MEETING) POINT VICENTE 1 & 2	11:30 AM - 3:15 PM
BOARD OF DIRECTORS MEETING (CLOSED MEETING) POINT VICENTE 1 & 2	3:30 PM - 5:00 PM
JOINT BOARD DINNER (PRIVATE EVENT) MAR'SEL	6:30 PM - 8:30 PM

TUESDAY, MARCH 18

JOINT BOARD MEETING& BREAKFAST (CLOSED MEETING) POINT VICENTE 1 & 2	7:30 AM - 1:00 PM
REGISTRATION LUNADA BAY	8:00 AM - 5:00 PM
AEF SILENT AUCTION CATALINA TERRACE	8:00 AM - 8:00 PM
COASTAL RESIN BOARD WORKSHOP WHITE'S POINT TERRACE	12:30 PM - 2:30 PM
SESSION 1: INSPIRING CHANGE THROUGH ADVOCACY - CATALINA ROOM	2:45 PM - 4:15 PM
WELCOME RECEPTION CATALINA LAWN & TERRACE	5:30 PM - 8:00 PM

DRESS CODE: BUSINESS CASUAL

***Note:** All events, times and locations are subject to change.
Visit unitedagconference.org for the latest updates.*

SCHEDULE OF EVENTS

WEDNESDAY, MARCH 19

BREAKFAST - CATALINA TERRACE	7:00 AM - 9:00 AM
REGISTRATION - LUNADA BAY	8:00 AM - 10:00 AM
AEF SILENT AUCTION - CATALINA FOYER	8:00 AM - 8:00 PM
ANNUAL MEETING & KEYNOTE - DANIEL KRAFT - CATALINA ROOM	8:30 AM - 10:00 AM
BREAK - CATALINA TERRACE	10:00 AM - 10:15 AM
SESSION 2: INSPIRING CHANGE WITH YOU IN MIND - CATALINA ROOM	10:15 AM - 11:45 AM
ANNUAL LUNCHEON & KEYNOTE - CASSIE HOLMES - CATALINA ROOM	12:00 PM - 2:15 PM
BREAK - CATALINA TERRACE	2:15 PM - 2:30 PM
SESSION 3: TECH TALK CATALINA ROOM	2:30 PM - 4:00 PM
ANNUAL DINNER DANCE & AWARDS CATALINA ROOM DRESS CODE: SEMI-FORMAL	6:30 PM - 10:00 PM

THURSDAY, MARCH 20

MEMBER AMBASSADOR BREAKFAST (PRIVATE EVENT BY INVITE ONLY)	8:00 AM - 9:00 AM
PAC GOLF TOURNAMENT THE LINKS AT TERRANEA CHECK-IN BEGINS AT 8:00AM	9:00 AM - 12:00 PM

*Note: All events, times and locations are subject to change.
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Annual Keynote

Daniel Kraft

**STANFORD AND HARVARD-TRAINED PHYSICIAN-SCIENTIST,
INVENTOR, ENTREPRENEUR, AND INVESTOR**

Wednesday, March 19 | 9:00 am - 10:00 am | Catalina Room

Daniel Kraft brings over 25 years of experience in clinical practice, biomedical research, and healthcare innovation. He is the founder and chair of NextMed Health, a program focused on exploring emerging technologies in healthcare, and serves as General Partner at Continuum Health Ventures, supporting early-stage healthtech startups.

Kraft is also a longtime faculty chair for Medicine at Singularity University, where he drives conversations about the intersection of technology and biomedicine. His medical expertise spans multiple disciplines, including internal medicine, pediatrics, hematology, oncology, and bone marrow transplantation, and he has held prestigious roles at institutions like Stanford and UCSF.

ANNUAL BREAKFAST IS PROUDLY SPONSORED BY





Annual Luncheon Keynote

Cassie Holmes

HAPPIER HOUR—HOW TO BEAT DISTRACTION, EXPAND YOUR TIME, AND FOCUS ON WHAT MATTERS MOST

Wednesday, March 19 | 12:30 pm - 1:30 pm | Catalina Room

Cassie Mogilner Holmes is a chaired professor at UCLA's Anderson School of Management, an award-winning researcher on time and happiness, and the bestselling author of *Happier Hour*. Her work explores how focusing on time over money enhances happiness, how the meaning of happiness evolves over a lifetime, and the impact of ordinary versus extraordinary experiences. Her research emphasizes the joy found in interpersonal connections and living in the present moment.

ANNUAL LUNCHEON IS
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SESSION 1: INSPIRING CHANGE THROUGH ADVOCACY

Tuesday, March 18 | 2:45 pm - 4:15 pm | Catalina Room

Advocacy permeates our everyday conversations and the relationships we cultivate. We invite you to join us for a stimulating conversation with our panelist as they delve into strategies for expanding advocacy and educational initiatives and fostering informed communities that champion and sustain agriculture. Join the conversation and drive positive change for agriculture.



Louie A. Brown, Jr. *Partner, Kahn Soares & Conway, LLP*

Louie A. Brown, Jr. manages the firm's Sacramento office and the Government Relations Group, representing clients before the California State Legislature and various state administrative agencies.



Alexandra Macedo *California Assemblymember, 33rd District*

Alexandra is a fourth-generation farmer with a background in livestock and almonds. Since 2021, she has led Macedo Environmental Consulting, helping clients with environmental compliance. She now serves in the California State Assembly for the 33rd district.



Joshua C. Walters *Chief of Strategy, Alliance of California's Farmers & Ranchers*

Joshua C. Walters is a seasoned political professional and attorney with nearly 20 years of experience in campaigns, legislation, and advocacy. A skilled crisis manager, he crafts winning strategies, builds coalitions, and develops impactful messaging for leaders and organizations.



Jeff Aiello *Owner-Executive Producer, 18Thirty Entertainment*

Jeff Aiello is an Emmy Award-winning documentary filmmaker and producer with over 35 years of experience in broadcast and cable television. He spent 15 years as Director of Marketing, Production, and Programming for ABC 30 and The Walt Disney Company, leading creative initiatives in content development.



Eric Bream *President, Bream Family Farms, Inc.*

Eric Bream is a third-generation family farmer in Tulare County. He is an alumnus of the California Agricultural Leadership Program – Class 48, a board member at Tulare County Farm Bureau, Board of Directors Chair at UnitedAg and administrator for My Job Depends on Ag. Eric joined the UnitedAg Board of Directors in 2019 and was appointed Chair in 2024.

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SESSION 2: INSPIRING CHANGE WITH YOU IN MIND

Wednesday, March 19 | 10:15 am - 11:45 am | Catalina Room

Join us as we explore the innovative programs, personalized member resources, and forward-thinking initiatives that reflect our unwavering dedication to putting our members first. From enhancing healthcare access to developing solutions that promote long-term wellness, we'll showcase how UnitedAg is shaping the future of benefits with you in mind. Discover how our member-driven approach fosters a culture of continuous improvement.



Henry Cha *CEO, HClactive*

As CEO of HClactive, Henry Cha drives innovation in healthcare technology. Passionate about leveraging technology, he leads HClactive in streamlining benefits administration, optimizing costs, and enhancing member experiences.



Christopher Broecker *VP of Sales & Marketing, HClactive*

Chris Broecker is the Vice President of Sales & Marketing at HClactive, where he leads business development strategies and fosters strong partnerships across the healthcare ecosystem.



Mark Galvin *Co-Founder, President & CEO, TALON*

Mark Galvin, a leader in healthcare price transparency for over 17 years, co-founded TALON in 2014 to drive a more competitive market. A serial entrepreneur, he has launched 12 companies and two tech accelerators.



Arun Santhebennur *Co-Founder & CEO, Voicegain*

Arun Santhebennur, a tech entrepreneur with 25 years of experience, has built and scaled products in speech recognition, NLP, cloud telephony, and industrial IoT. He founded three multi-million-dollar startups and now leads Voicegain in advancing speech AI.



Kirti Mutatkar *President & CEO, UnitedAg*

Kirti Mutatkar is a visionary leader dedicated to making high-quality, innovative, and affordable healthcare accessible to the agricultural community. Her mission is to empower members and employers to deliver innovative, cost-effective healthcare with empathy and collaboration.

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SESSION 3: TECH TALK

Wednesday, March 19 | 2:30 pm - 4:00 pm | Catalina Room

The Tech Talk session will discuss how ag tech is driving efficiency, sustainability, and innovation in the field. From AI-driven analytics to precision farming and automation, this session will highlight the latest advancements shaping the future of agriculture. Don't miss this opportunity to gain insights into emerging trends and practical applications that can enhance productivity and profitability in the ag industry.



Karthik Krishnan *CEO, Intl. Finance Facility for Education*

Karthik Krishnan is the Founding CEO of International Finance Facility for Education (IFFEd), an organization that launched with \$1.5 Billion to fund education and skills development in lower-middle-income countries and unlock potentials of children and young adults.

Karthik is also President at Purple Patch, an organization helping CEOs and founders close the gap between potential and performance, and an adjunct professor at NYU Stern School of Business.



Santiago Martin, Jr. *President, Trilogy Personnel & Land Management, Inc.*

Santiago "Chago" Martin, Jr. is the President of Trilogy Personnel & Land Management, Inc. He grew up in Bakersfield and spent most of his childhood working on the farms of Kern and Tulare Counties. In 2009, Chago founded Cal Ag Resources, Inc. a single-source partner for comprehensive personnel management and compliance solutions for agriculture.

Chago joined the UnitedAg Board of Directors in 2023 and was appointed Treasurer in 2024.

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Welcome Reception

Spanish Nights

Tuesday, March 18 | 5:30 pm - 8:00 pm | Catalina Lawn & Terrace

Kick off UnitedAg's 45th Annual Conference with an evening of Spanish charm and coastal elegance at the **Catalina Lawn & Terrace**.

Savor the rich flavors of Mediterranean cuisine while taking in breathtaking ocean views. Let the rhythmic melodies of Fuego Trio's Spanish guitar transport you to the heart of Spain as we gather under the open sky for a night of connection, culture, and celebration.



Sapphire Celebration - Dinner Dance

Wednesday, March 19 | 6:30 pm - 10:00 pm | Catalina Room

Step into an evening of elegance and enchantment at UnitedAg's 45th Annual Sapphire Celebration. Inspired by the timeless allure of sapphire, the night will sparkle with sophistication, unity, and brilliance. Enjoy dazzling entertainment, fine dining, and a joyous tribute to our legacy and future.

Dress Code: Semi-Formal & Cocktail Attire

Honoring Excellence

Service Rep Awards – Recognizing the dedication and achievements of our Service Representatives, whose commitment has been instrumental in supporting our members and advancing UnitedAg's mission.

Ambassador Awards – Celebrating UnitedAg Ambassadors, passionate advocates for health and wellness who drive meaningful change in their organizations and communities.

2024 WomenAg Leadership Academy
Join us in honoring the 2024 WomenAg Leadership Academy graduates as they mark this milestone of growth and empowerment. Special guest Debbie Adam (Innovative Produce), WomenAg alumna, will share her leadership journey.

ANNUAL DINNER DANCE IS PROUDLY SPONSORED BY



American
AgCredit



Silent Auction

Silent Auction closes at 8 pm Wed., March 19



Preview the silent auction by visiting unitedag.org/silentauction

Join us in raising \$20,000 for the Agribusiness Education Foundation (AEF) at this year's Silent Auction! Your bids directly empower students pursuing careers in agriculture and related fields, helping them achieve their educational and professional dreams.

Since 1989, AEF has provided over \$2 million in grants to more than 1,200 students for higher education and vocational training.

Bid high. Bid often

PAC Golf Tournament

Thursday, March 20 | 9:00 am - 12:00 pm | The Links at Terranea

Golfers will enjoy a premier day of play and networking at The Links at Terranea while supporting UnitedAg's advocacy efforts. All proceeds benefit our Federal PAC, which helps elect candidates who champion the agricultural industry.

UnitedAg's PACs utilize member contributions to support key candidates, ballot initiatives, and legislation. Guided by our Advocacy Committee, these funds help advance policies that protect and strengthen agriculture through AgPAC.

Make a donation to our State or Federal PAC today by visiting unitedag.org/agpac.



WomenAg Academy Graduates

The WomenAg Leadership Academy proudly celebrates over 70 graduates since 2017

2017

Deborah Adam
Innovative Produce

Julia Belliard
APMA

Loretta Brown
Rijk Zwaan USA, Inc.

Donna France
Red Dog Mgmt., Inc.

Carrie Jordan
Babé Farms

Zinnia Loya
Medium House

Maribel Ochoa
UnitedAg

Sylvia Sanchez
Saticoy Lemon Assn.

Melissa Shiffrar
Rancho Guadalupe, LLC

Veronica Urzua-Alvero
Church Brothers Farms

2018

Kelsey Bardwell
UnitedAg

Linda Kennedy
Duncan Family Farms

Theresa Kiehn
AgSafe

Julia Rubbo
Valley Farm Mgmt.

Rachel Montoya
Sambrailo Pkg.

Christina Morley
UnitedAg

2019

Donna Bares
UnitedAg

Kristin Besson
AgSafe

Chris Christian
CA Strawberry Commission

Sarah Gargan
Kaweah Pump, Inc.

Tiffany Pedulla
Alta Vista Farms, LP

Kacy Smith
Valley Farm Management

Casey Rosenburg
Ocean Breeze Farms

Ashli Sturgill
The Zenith

Deborah Wilson
Saticoy Lemon Assn.

2020

Jeanette Fagundes
James G. Parker Ins.

Lollie Gonzales
Duncan Family Farms

Lauretta Griffin
Innovative Produce

Cyndy Pierson
Pierson & Associ.

Bridget Sanchez
UnitedAg

Griselda Silva
Pacific Intl. Mktg.

2022

Brenda Allison
Coast General Ins.

Sarah Bell
Kaiser Permanente

Shelby Campiz
Moore Insurance

Patty Emmert
Duncan Family Farms

Tricia Geringer
Ag Council of CA

Yarixza Gonzalez
UnitedAg

Mayra Guerrero
Red Dog Mgmt., Inc.

Connie James
Plantel Nurseries, Inc.

Sasha Jones
CA Ag Soilworks, LLC

Channy Lee
UnitedAg

Kari Nale
Kings River Packing

Laura Penera
Braga Fresh

Marylu Ramirez
Good Farms

Kiran Sibia
Summit Almonds

Elvia Torres
Valley Pride, Inc.

2023

Blanca Alvarez
Christopher Ranch

Tina Barlocker
Bay & Basin Ins.

Ana Carreno
True Org. Products

April Groll
RAEN Winery

Griselda Jauregui
Henderson Farms

Angelina Lopez
Coast General Ins.

Sujey Lopez
Facilities Mgmt. Grp.

Mary Nikssarian
Nikssarian Insurance

Sonya Schreiber
Kleen Globe, Inc.

Samantha Taylor
Hope Family Wines

Sonia Roldan
UnitedAg

Jayne Hernandez
UnitedAg

2024

Erika Branch
Summit Almonds

Melanie Brubaker
GCI Ins. Brokers

Lauren Crosby
Visionary Vegetables

Yariana Garcilazo
Olam Food Ingredients

Laura Garza
UnitedAg

Lennet Giron
Trilogy Personnel

Yadira Hernandez
UnitedAg

Tina Jones
Trilogy Personnel

Delia Kobayashi
Bay & Basin Ins.

Veronica Luna
Rancho Guadalupe

Barbara Meza
Taylor Farms

Kira Navison
Scattaglia Growers & Shippers

Navneet Thiara
Empire Nut Company

Mickayla Ursini
UnitedAg

Merrilee Vanderwaal
Sac Valley CPA

Thank You for Your Membership



As we celebrate our 45th anniversary, we extend our heartfelt gratitude to our members for their unwavering commitment and support.

1980 - 1990

Regan Distributors, Inc. 1983 Teixeira Family Farms 1984 SAIN Medial 1985 VCAA 1985 Pacific Commerce Group 1988 APMA 1990

1991 - 2000

Nichols Farms 1991 Plantel Nurseries 1997 Ag-Fume Services, Inc. 1992 Christopher Ranch 1998 Pacific Ag Consulting 1992

2001 - 2010

Growers Container Co. 2003 Rancho Guadalupe, LLC 2004 Brent Eastman Insurance 2004 Innovative Produce 2005
AgroCoco 2005 Babé Farms, Inc. 2006 Relation Insurance 2006 Nikssarian Insurance 2008 Alta Vista Farms, LP 2008
Bay & Basin Insurance 2009 Ippolito International 2010

2011 - 2020

Church Brothers Farms 2011 Ocean Breeze Intl. 2011 Rancho Guadalupe, LLC 2012 Merrill Farms, LLC 2013 Braga Fresh 2013
Vegetable Growers Supply 2015 Kaweah Pump 2016 Zenith Insurance Co. 2016 Duncan Family Farms 2018 GCI Ins. Brokers 2018
Kahn, Soares & Conway 2018 Moore Ins. Services 2018 Trilogy Personnel 2018 Bream Family Farms 2020 GoodFarms, LLC 2020

2021- 2025

Empire Nut Company 2023 Single Point Insurance 2023 Summit Almonds 2023 Valley Labor 2024 Taylor Farming, LLC 2024

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Terranea Meeting Space Map



RESORT MAP

- 1** Session 1, 2 and 3, Annual Breakfast, Annual Luncheon and Annual Dinner Dance & Awards - Catalina Room
- 2** AEF Silent Auction - Catalina Foyer
- 3** Welcome Reception - Catalina Lawn & Terrace

- 4** PAC Golf Tournament - The Links at Terranea / see map above
- 5** Coastal Resin Workshop - White's Point Terrace

