

42ND ANNUAL MEETING
& CONFERENCE

20
22

BUILDING FOR THE FUTURE

AUGUST 25 – 26, 2022

MOANA SURFRIDER, A WESTIN RESORT & SPA
HONOLULU, HAWAII

CONFERENCE BROCHURE



PROGRAM

WEDNESDAY, AUGUST 24, 2022

REGISTRATION

1:00 P.M. – 5:00 P.M.

THURSDAY, AUGUST 25, 2022

REGISTRATION

8:00 A.M. – 5:00 P.M.

WOMENAG NETWORKING LUNCHEON

12:30 P.M. – 2:00 P.M.

SESSION 1: COUCH CHAT - ADVOCACY

3:00 P.M. – 4:30 P.M.

CFO COCKTAIL RECEPTION

5:00 P.M. – 6:00 P.M.

MEMBER CONNECTION & SPECIAL EVENT
TO BENEFIT 17 STRONG

6:00 P.M. – 9:00 P.M.

FRIDAY, AUGUST 26, 2022

REGISTRATION

8:00 A.M. – 2:00 P.M.

ANNUAL BREAKFAST & KEYNOTE SPEAKER -
JEREMY GUTSCHE

8:00 A.M. – 9:30 A.M.

BREAK

9:30 A.M. – 10:00 A.M.

SESSION 2: THE FUTURE OF HEALTH & MEDICINE:
WHERE CAN TECHNOLOGY TAKE US?

10:00 A.M. – 11:30 A.M.

BREAK

11:30 A.M. – 12:00 P.M.

ANNUAL MEETING LUNCHEON
& PRESIDENT / CHAIR MESSAGE

12:00 P.M. – 1:30 P.M.

BREAK

1:30 P.M. – 2:00 P.M.

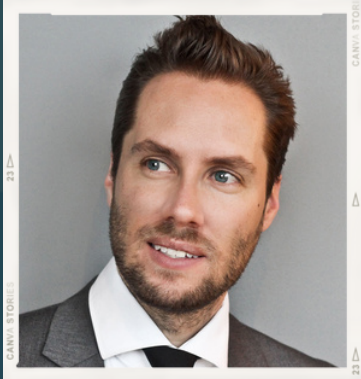
SESSION 3: THIS IS AG! LIVE PODCAST

2:00 P.M. – 3:30 P.M.

POLYNESIAN LUAU & SHOW

6:30 P.M. – 10:00 P.M.

KEYNOTE SPEAKERS



Jeremy Gutsche MBA, CFA

NY Times Best Selling
Author, Award-Winning
Innovation Expert and
CEO of Trend Hunter

Jeremy Gutsche is “an intellectual can of Red Bull” (Association Week), a New York Times bestseller and a management consultant to brands, billionaires, and CEOs. He’s also the founder of Trendhunter.com, the world’s #1 trend-spotting site. With contagious enthusiasm, he shows us how to use methodical innovation to generate ideas and kickstart creativity in times of rapid change.

Jeremy is the winner of The Cisco Innovation Excellence Award and the BDC’s Young Entrepreneur of the Year Award. At 28, as one of Capital One’s youngest Business Directors, Jeremy led his team to grow a billion-dollar portfolio of market-leading products. His first business book, *Exploiting Chaos*, won an Axiom Business Book Award, was named an Inc. Best Book for Business Owners, and was a #1 bestseller on the 800 CEO Read list.

He holds an MBA from Queen’s University, is a CFA and studied innovation at Stanford’s Graduate School of Business.



Daniel Kraft, MD

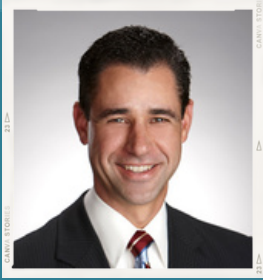
Stanford and Harvard-
Trained Physician-
Scientist, Inventor,
Entrepreneur and
Innovator

With over 25 years of experience in clinical practice, biomedical research and healthcare innovation, Daniel has served as faculty chair for Medicine at Singularity University since its inception in 2008 and is the founder and chair of Exponential Medicine, a program that explores convergent, rapidly developing technologies and their potential in biomedicine and healthcare.

He is heavily involved in digital health, founded Digital.Health, and is on the board of Healthy.io and advises several Fortune-50 and digital health-related startups. Daniel recently founded IntelliMedicine, focused on personalized, data-driven, precision medicine. He is also the inventor of the MarrowMiner, an FDA-approved device for the minimally invasive harvest of bone marrow, and founded RegenMed Systems, a company developing technologies to enable adult stem cell-based regenerative therapies.

Following medical school at Stanford, Daniel was Board Certified in both Internal Medicine & Pediatrics.

FEATURED SPEAKERS



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. Louie specializes in providing clients with expert advice in maneuvering through California's complex legislative and regulatory process and played key roles in negotiating legislation and regulation on a variety of topics.



Steve Church

Co-Chairman, Church Brothers/True Leaf Farms

Steve Church has been a part of the produce industry for more than 50 years. In 1999, Steve and his brother Tom formed what is now known as Church Brothers Farms, a fully integrated farming, agribusiness from seed to salad bowl. He is also a partner in the grower-owned fresh vegetable processing plant, True Leaf Farms. Steve graduated from Arizona State University in 1971 with a BS in agricultural business.



Veronica Urzua-Alvero

VP of HR Operations, Church Brothers/True Leaf Farms

With more than 25 years of combined human resources, insurance, risk management, and safety experience, Urzua-Alvero is responsible for establishing the HR structure for Church Brothers / True Leaf. She ensures organizational effectiveness from operations to workforce planning to day-to-day management of all corporate functions while reducing risk and limiting exposure of all affiliated companies in California, Arizona, and Mexico. Veronica joined the UnitedAg Board of Directors in 2015 and was appointed Chair in 2022.



Patty Emmert

Community Outreach & Marketing Manager, Duncan Family Farms

Patty Emmert is the Community Outreach and Marketing Manager for Duncan Family Farms, a certified organic family farm specializing in leafy greens, specialty vegetables and herbs. Since joining the farm in 2010 her main responsibility has been to develop a distribution platform for the farm's Specialty Vegetable crops, increase brand identity, develop a marketing program for the farm and community outreach programs and oversee the business development and sales for their Specialty Vegetable/Herb crops.

FEATURED SPEAKERS



Steve Nelson

President & CEO, Plant Sciences

Steve Nelson serves as President and Chief Executive Officer of Plant Sciences, Inc. (PSI), a leading Agricultural Research and Development company, headquartered on the central coast of California. As a leading plant genetics provider, specializing in the plant breeding and propagation of strawberry, raspberry, blackberry, and blueberry varieties, for the global marketplace, PSI is committed to Advancing Agriculture through Science™.



Eric Bream

President, Bream Family Farms, Inc.

Eric Bream is a third-generation family farmer in Tulare County. Before returning to the family farm in 2014, Eric had a long career with the California Department of Corrections and Rehabilitation. He is an alumnus of the California Agricultural Leadership Program – Class 48, a board member at Tulare County Farm Bureau and an administrator for My Job Depends on Ag. Eric joined the UnitedAg Board of Directors in 2019 and was appointed Treasurer in 2022.



Kirti Mutatkar

President & CEO, UnitedAg

Kirti Mutatkar joined UnitedAg in 2001 and served as the Chief Financial Officer for 10 years. As CFO, Kirti directed all operations of the organization, was instrumental in a complete company reorganization, launched a Third Party Administration division, and developed a business plan to strategically prepare UnitedAg for the impact of the Affordable Care Act in 2014. She holds master's degrees in both finance and microbiology and rounded out her studies by completing the UCLA Anderson School of Management Executive Program. Kirti assumed the role of Chief Executive Officer in 2014.



Jayson Welter

General Counsel, UnitedAg

Jayson Welter has over 20 years of legal and healthcare experience both in the private and public sectors. Throughout his career, he has honed his skills by understanding health plans from A-Z, combining this with a deep and broad understanding of healthcare operations, and finally adding the legal and compliance aspects to his vast set of skills. All his experience has made him ideally suited for UnitedAg's role as General Counsel.

ACCOMMODATIONS

MOANA SURFRIDER



RESORT INFORMATION

ADDRESS 2365 Kalakaua Ave. Honolulu, HI 96815

PHONE 808.922.3111

WEBSITE unitedag.org/moanasurfrider

SHUTTLE SERVICE

A private shuttle service is available from Honolulu Airport. Please email hvaldovinos@unitedag.org for rates and reservation details.

RESERVATIONS & ROOM RATES

Please email hvaldovinos@unitedag.org to reserve, change or cancel your accommodations. *The following room rates are per room per night and include taxes and resort fees. **Cancellations made after July 15 may be subject to cancellation fees.***

Run of the Historic Banyan King	\$376.30
Tower Partial Ocean View	\$447.08
Diamond Ocean Front	\$458.87
Tower Ocean View	\$482.47
Tower Premier Ocean View	\$517.85

RESTAURANTS

Beachhouse at the Moana

The Beach Bar

Veranda at the Beachhouse

Afternoon Tea at the Veranda

Surfrider Cafe

Vintage 1901

THINGS TO DO IN OAHU

ISLAND ACTIVITIES

KUALOA RANCH ATV TOUR

Take an ATV tour deep into scenic valleys and remote areas where over 200 Hollywood Movies and TV shows have been filmed.

USS ARIZONA MEMORIAL AT PEARL HARBOR

The 2-hour self-guided tour will take you through the Visitor Center's two world-class museums, and then along the shoreline for the incredible "Path of Attack Tour."

PARASAILING IN WAIKIKI

Hop aboard a 12-person boat, soaring up into the skies with one or two other people for 10 minutes. Then, spend the rest of your hour gliding across the ocean, keeping your eyes peeled for dolphins, tropical fish and sea turtles.

GRAND CIRCLE ISLAND AND HALEIWA TOUR

This full-day tour takes you all around Oahu, making sure that you don't miss a thing. You'll see top attractions including Diamond Head, Hanauma Bay, Halona Blowhole, the Byodo-In Temple, Haleiwa and the surfing beaches of the North Shore.

HELICOPTER TOUR

Explore Hawaii's island of Oahu by air on this helicopter tour. Fly above the island and many of its most well-known landmarks, such as Diamond Head, Sacred Falls, the Dole Plantation, and Pearl Harbor.



17 STRONG EVENT

Thursday, August 25 | 6:00 p.m. - 9:00 p.m.

Join us for a special evening of celebration, networking and community to help raise \$10,000 for 17 Strong, a non-profit foundation whose mission is to grant victory trips to young adults battling life-threatening illnesses.

Funds from this event directly help recipients celebrate victory over disease with a loved one, fulfill a lifelong dream and begin a new chapter.



Visit 17strong.org to learn more about their mission and ways to support their foundation.

REGISTRATION INFORMATION

Refund & Cancellation Policy: Full refunds will be granted to requests received in writing to membership@unitedag.org prior to July 22, 2022. **No refunds will be granted after this date.**

ONLINE Complete your registration online at unitedag.org/conference

EMAIL Email completed PDF registration form to membership@unitedag.org

MAIL Mail your completed registration form and payment to:
UnitedAg Annual Conference
54 Corporate Park, Irvine, CA 92606

Do you have questions? Email membership@unitedag.org or call 800.223.4590.



CONTACT INFORMATION

Name	<input type="text"/>	Additional Guest Name	<input type="text"/>
Company	<input type="text"/>		
Address	<input type="text"/>		
City	<input type="text"/>	State	<input type="text"/>
		Zip Code	<input type="text"/>
Mobile Phone	<input type="text"/>	Email	<input type="text"/>

REGISTRATION TYPE

- | | |
|--|--|
| <input type="checkbox"/> Single Member \$600 | <input type="checkbox"/> Couple Member \$1,200 |
| <input type="checkbox"/> Single Non-Member \$700 | <input type="checkbox"/> Couple Non-Member \$1,400 |

SESSIONS & EVENTS

Please select all events that you and your guest will be attending.

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | WomenAg Networking Luncheon Thursday, 12:30 p.m. - 2:00 p.m. |
| <input type="checkbox"/> | <input type="checkbox"/> | Session 1: Couch Chat - Advocacy Thursday, 3:00 p.m. - 4:30 p.m. |
| <input type="checkbox"/> | <input type="checkbox"/> | CFO Cocktail Reception Thursday, 5:00 p.m. - 6:00 p.m. |
| <input type="checkbox"/> | <input type="checkbox"/> | Member Connection & 17 Strong Thursday, 6:00 p.m. - 9:00 p.m. |
| <input type="checkbox"/> | <input type="checkbox"/> | Annual Breakfast & Keynote Friday, 8:00 a.m. - 9:30 a.m. |
| <input type="checkbox"/> | <input type="checkbox"/> | Session 2: The Future of Health & Medicine Friday, 10:00 a.m. - 11:30 a.m. |
| <input type="checkbox"/> | <input type="checkbox"/> | Annual Meeting Luncheon & President / Chair Message Friday, 12:00 p.m. - 1:30 p.m. |
| <input type="checkbox"/> | <input type="checkbox"/> | Session 3: This is Ag! Live Podcast Friday, 2:00 p.m. - 3:30 p.m. |
| <input type="checkbox"/> | <input type="checkbox"/> | Polynesian Luau & Show Friday, 6:30 p.m. - 10:00 p.m. |

DIETARY NEEDS

Please indicate any special dietary needs or food allergies that we should know about.

PAYMENT

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Check
Please make the check payable to UnitedAg and mail with this form to:

<i>UnitedAg Annual Conference</i>
<i>54 Corporate Park, Irvine, CA 92606</i> |
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- | | |
|--------------------------|---|
| <input type="checkbox"/> | Credit Card
Please email this form to membership@unitedag.org .
A digital invoice will be issued to the email provided. |
|--------------------------|---|

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