



INSPIRE

2025 Annual Meeting & Conference

March 17 - 19, 2025

Terranea Resort
100 Terranea Way
Rancho Palos Verdes, CA 90275



AGENDA

MONDAY, MARCH 17

BOARD OF TRUSTEES MEETING (CLOSED MEETING)
12:00 PM - 3:00 PM

BOARD OF DIRECTORS MEETING (CLOSED MEETING)
3:00 PM - 6:00 PM

JOINT BOARD DINNER (PRIVATE EVENT BY INVITE ONLY)
6:30 PM - 8:30 PM

TUESDAY, MARCH 18

JOINT BOARD MEETING (CLOSED MEETING)
8:00 AM - 12:00 PM

REGISTRATION & SILENT AUCTION
8:00 AM - 4:00 PM (SILENT AUCTION CLOSING AT 8:00 PM)

ACTIVITY: TO BE ANNOUNCED (GENERAL SESSION)
12:30 PM - 2:30 PM

SESSION 1: INSPIRING CHANGE THROUGH ADVOCACY
(GENERAL SESSION)
2:45 PM - 4:15 PM

WELCOME RECEPTION & DINNER
5:30 PM - 8:00 PM

WEDNESDAY, MARCH 19

REGISTRATION
8:00 AM - 12:00 PM

AEF SILENT AUCTION
8:00 AM - 8:00 PM

BREAKFAST BUFFET (OUTDOOR LAWN)
7:00 AM - 9:00 AM

ANNUAL MEETING & KEYNOTE
DANIEL KRAFT, PHYSICIAN-SCIENTIST AND INNOVATOR
8:30 AM - 10:00 AM

SESSION 2: TO BE ANNOUNCED (GENERAL SESSION)
10:15 AM - 11:45 AM

ANNUAL LUNCHEON & PRESIDENT'S MESSAGE
12:00 PM - 2:15 PM

SESSION 3: TECH TALK (GENERAL SESSION)
2:30 PM - 4:00 PM

ANNUAL DINNER DANCE & AWARDS
6:00 PM - 6:30 PM RECEPTION
6:30 PM - 10:00 PM DINNER DANCE

Note: All events and times are subject to change.

ANNUAL KEYNOTE SPEAKER

RE-IMAGINING & CATALYZING THE FUTURE
OF HEALTH & MEDICINE

DANIEL KRAFT

*Stanford and Harvard-trained physician-scientist,
inventor, entrepreneur, and investor*

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.



FEATURED SESSION 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.



Alexandra Macedo

California State Assemblywoman, District 33

Alexandra is a fourth-generation farmer with deep roots in California agriculture, stemming from her family's livestock market and almond farm. She holds a Juris Doctorate from San Joaquin College of Law and has served on several regulatory advisory boards and committees, championing agricultural issues within the state. Since 2021, Alexandra has led Macedo Environmental Consulting, providing clients with guidance on environmental compliance and project management. Recently appointed to the California State Assembly, she now represents the 33rd district, bringing her agricultural expertise and commitment to the community to the state legislature.



Joshua C. Walters

Chief of Strategy, Alliance of California's Farmers & Ranchers

Joshua C. Walters is a resourceful political professional and attorney with nearly two decades of experience in politics, campaigns, legislative processes, and issue advocacy. As a proven crisis manager, he develops successful campaigns and innovative solutions for elected leaders, political coalitions, and various organizations in high-stakes environments. Walters specializes in campaign strategy, coalition building, and crafting effective messaging across media platforms.



Jonathan Adams

President, SALIX Data

Jonathan Adams is the President of SALIX Data, a company that has served over 2,500 clients since 1999, including top global companies, healthcare providers, and law firms. SALIX specializes in digital transformation strategies, offering AI, business process outsourcing, and litigation support. Known for making enterprise solutions accessible to small and mid-sized organizations, SALIX is an award-winning company dedicated to its clients, employees, and the community.

FEATURED SESSION SPEAKERS



Karthik Krishnan

CEO, International Finance Facility for Education

Karthik Krishnan is the Founding CEO of the International Finance Facility for Education (IFFEd), which launched with \$1.5 billion to fund education and skills development in lower-middle-income countries. He is also President of Purple Patch, helping CEOs and founders enhance performance, and serves as an adjunct professor at NYU Stern School of Business.



Daniel Nelson

President & CEO, Latin Berry Plants

California native Daniel Nelson grew up around his family's cattle ranch and plant breeding operations in the berry and artichoke business. In addition to his role at Latin Berry Plants, he has founded several successful startups including, The California Bee Company, LLC, Veritas Substrates, Inc., Innovative Organic Nursery, LLC, and others. Daniel joined the UnitedAg Board of Directors in 2017.



AJ Cisney

General Manager, Rancho Guadalupe, LLC

Aaron "AJ" Cisney is General Manager for Rancho Guadalupe, LLC and Managing Partner of Blair Crop Services. He is Chair Emeritus of the AgSafe Board of Directors and Chairman of the Board of the Grower-Shipper Association of Santa Barbara and San Luis Obispo Counties. A past Chairman of the UnitedAg Board of Directors, AJ was appointed to the UnitedAg Board of Trustees in 2022 and was appointed Treasurer in 2024.



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. As CEO of UnitedAg, Kirti is committed to empowering members and employer groups to adopt an empathetic and collaborative approach in delivering healthcare solutions that are both innovative and cost-effective. Kirti currently serves as President of the Health Care Administrators Association (HCAA) Board of Directors and holds the position of Director at Large for AgSafe, where she advocates for safety and health in agriculture. She also hosts the podcast This is Ag!, bringing insights and stories from the ag industry.



WELCOME RECEPTION

45TH ANNIVERSARY CELEBRATION

TUESDAY, MARCH 18 | 5:30 PM - 8:00 PM

Kick off our conference with a special Welcome Reception as we celebrate UnitedAg's sapphire anniversary! Join us for an evening filled with connection, reflection, and excitement as we commemorate UnitedAg's remarkable legacy and highlight key milestones from the past 45 years.

Enjoy great company, delicious refreshments, and breathtaking views of the Southern California coast while honoring our history and envision the possibilities to come.

Don't miss this unique opportunity to celebrate our achievements, embrace our future, and raise a toast to the road ahead!

ANNUAL MEETING & KEYNOTE

WEDNESDAY, MARCH 19 | 8:30 AM - 10:00 AM



CELEBRATE 45 YEARS OF INNOVATION AND GROWTH

Join UnitedAg's Annual Meeting & Breakfast as we celebrate 45 years of service to the agricultural community. This event will bring together leaders, members, and industry professionals to highlight UnitedAg's commitment to healthcare, advocacy, leadership, and education.



Attendees will hear from leadership about new membership initiatives and engage in discussions on the future of UnitedAg. Daniel Kraft, our Annual Keynote Speaker, will present inspiring insights on new innovations and healthcare advancements, offering a forward-looking perspective on the opportunities ahead.

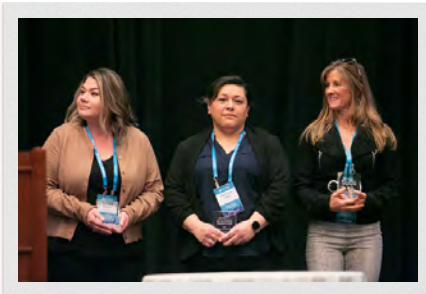
This gathering offers a valuable opportunity to connect, collaborate, and celebrate UnitedAg's legacy in serving the agricultural community.

ANNUAL DINNER DANCE & AWARDS CEREMONY



ALSO HAPPENING AT CONFERENCE

Last but not least, the Annual Dinner Dance and Award Ceremony will wrap up our 45th Anniversary festivities. Join us for an unforgettable evening where we will honor the dedicated members who contribute to our committees, ambassador programs, and leadership initiatives. This event will also celebrate the graduation of our 2024 WomenAg Leadership Academy cohort and recognize the achievements of our Service Rep community. Don't miss this opportunity to acknowledge the hard work and commitment of our members as we conclude this special anniversary celebration!



Ambassador Awards



Service Rep Awards



WomenAg Graduation



AEF Awards

ACCOMMODATIONS & REGISTRATION



TERRANEA RESORT

Address: 100 Terranea Way, Rancho Palos Verdes, CA
Website: terranea.com

HOTEL RESERVATIONS & ROOM RATE

Registered attendees can make a room reservation at unitedag.org/terranea

The following room rate is per room per night and excludes taxes, assessments and resort fee.

\$395 per night for a Run of House Room

10% taxes and 3% California Tourism Assessment Fee not included. Room block closes on February 14, 2025.

CONFERENCE PRICING

Don't wait! Early-Bird pricing ends **January 31st, 2025.**

Single Member **\$650 Early-Bird / \$750 Regular**

Single Non-Member **\$750 Early-Bird / \$850 Regular**

ADDITIONAL INFORMATION

To register, please submit your completed conference registration form to unitedag.org/confreg.

All Conference attendees are required to complete a registration form.

REGISTRATION DEADLINE & CANCELLATION POLICY

The deadline to register for the conference is **February 17, 2025**. Full refunds will be provided for registration cancellation requests submitted in writing to mochoa@unitedag.org before this date. Please note that no refunds will be issued after February 17, 2025.

To cancel your hotel reservation* or for more information on a la carte conference pricing, contact **Maribel Ochoa** at mochoa@unitedag.org.

**Cancellation fees may apply*

2025 SPONSORSHIP OPPORTUNITIES



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SPONSORSHIP OPPORTUNITIES



Why become a Sponsor?

In celebration of our 45th anniversary, we are excited to announce enhanced sponsorship levels designed to offer even greater visibility and promotional opportunities for your company. These new levels ensure that your brand is prominently displayed throughout the event, with expanded signage, digital presence, and other exclusive branding placements. By participating as a sponsor, your company will not only enjoy significant exposure to key industry leaders and stakeholders but also be recognized for its support of UnitedAg and its members during this important milestone celebration. This is a unique opportunity to align your brand with the values of collaboration and innovation that have driven our success for over four decades.

About UnitedAg's Annual Meeting & Conference

Attracting over 300 Ag leaders and business owners, UnitedAg's Annual Meeting & Conference is one of the premier events in providing Ag business owners and key decision makers with up-to-date information and education on topics vital to the Ag industry. UnitedAg's members and Conference attendees include:

- Owners/Presidents/CEO's
- CFO's
- General Managers
- Directors of Operations
- Human Resource professionals
- Growers, packers, shippers
- Farm labor contractors
- Food processors
- Commodity and specialty crops across California and Arizona
- Affiliated businesses which includes marketing and CPA firms

CONFERENCE SPONSORSHIP LEVELS

ANNUAL LUNCHEON SPONSOR \$1,500

Recognition during Annual Luncheon; Opportunity to provide promo giveaway to be given out during the event; Company name/logo will be included on the agenda; two (2) tickets included to attend the Annual Awards Luncheon.

(Limited to 4 sponsors)

ANNUAL DINNER DANCE & AWARDS SPONSOR \$1,200

Recognition during Annual Dinner Dance; One (1) ticket included to attend the Annual Dinner Dance; Company name/logo displayed during the event; recognition in the Conference program. **(Limited to 4 sponsors)**

ANNUAL BREAKFAST & KEYNOTE SPONSOR \$1,000

Recognition during Annual Breakfast; Company name/logo on agenda; Company name/logo in Annual Conference program; Two (2) tickets included to attend the Annual Breakfast & Keynote. **(Limited to 4 sponsors)**

45TH ANNIVERSARY SPONSOR \$500

Recognition during Welcome Reception; Company name/logo on promotional pieces, event signage and Conference program; 1 ticket included to attend the Welcome Reception; logo featured on all digital newsletters throughout 2025. **(Unlimited sponsors)**

SESSION SPONSOR \$500

Company name/logo displayed during all Conference sessions with additional recognition in the Conference program. **(Unlimited Sponsors)**

BREAK SPONSOR \$250

Company name/logo displayed on signage at all break stations with additional recognition in the conference program. **(Unlimited Sponsors)**

CREATIVE SPONSORSHIP OPPORTUNITIES

PODCAST+ SPONSOR \$2,000

We will promote your brand on social media, feature your company name/logo on the podcast page, and highlight your company name/logo on our YouTube channel page. Additionally, your company will be listed in our monthly newsletter (reaching 8,500 subscribers) for a full 12-month period. **(Unlimited Sponsors)**

INNOVATION & TECHNOLOGY SPONSOR \$1,500

As part of our digital transformation, these sponsors support our mission to deliver faster service and improved access to health benefit information for our members by helping UnitedAg streamline processes and adopt innovative technologies. Your company name/logo will be featured across our digital health platforms year-long. **(Unlimited Sponsors)**

PODCAST SPONSOR \$1,000

We will promote your company name/logo on social media and include your company name/logo on the podcast page. We will include your listing on our monthly newsletter (8,500 subscribers) for the full 12-month period. **(Unlimited Sponsors)**

WOMENAG NETWORK SPONSOR \$500

Your company name/logo will appear on all marketing materials, all written materials of the online session, and showcasing your company on all social media and Academy webpage. Recognition of your sponsorship in the WomenAg graduation program and program participant directory. **(Unlimited Sponsors)**

HR ROUNDTABLE SPONSOR \$300

Your company name/logo, website and hyperlink will be featured on regional HR Roundtable invitation, event website, pre-post communications and all social media promotional efforts; recognition during welcome remarks and on handout materials. **(Unlimited Sponsors)**

CONFERENCE SPONSORSHIP LEVELS

SAPPHIRE \$12,000

The Sapphire Sponsorship is the premier year-long sponsorship level of the UnitedAg Annual Conference. Sponsorship will grant you premier visibility and signage in all key conference printed materials, badges, welcome packet insert, webpage, social media, podcast series, webinars, signature giveaways, and pre & post media updates. Also included is the opportunity to feature a promotional video during key conference events. **Sponsorship includes 4 conference registrations.**

(Limited to 4 sponsors)

SUSTAINING \$6,000

Sustaining Sponsors will have their logo included on all key conference printed materials, signage, webpage, social media and pre & post media updates. **Sponsorship includes 3 conference registrations. (Unlimited Sponsors)**

SUPPORTING \$3,000

Supporting Sponsors will have their logo included on the conference program, signage, webpage and social media. **Sponsorship includes 2 conference registrations. (Unlimited Sponsors)**

CONTRIBUTING \$1,500

Contributing Sponsors will have their logo included on the conference program, signage, webpage and social media. **Sponsorship includes 1 conference registration. (Unlimited Sponsors)**

THANK YOU TO OUR 2024 SPONSORS





2025 CONFERENCE BROCHURE & SPONSORSHIP OPPORTUNITIES

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REGISTRATION CLOSING FEBRUARY 17, 2025