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Online Registration/Sponsorship
and Host Hotel Information

July 8, 2024

Dear CPF Friend:

The 2024 California Poultry Federation (CPF) Annual Conference and Meeting is September 12 - 13 at the Monterey Plaza Hotel in Monterey. You will save money with an early registration fee paid before August 12th. Click www.cpif.org for **the online Registration/Sponsorship Form**. Registrants will book their hotel reservations directly with the Monterey Plaza Hotel. A link to the hotel is provided on the last page of the registration/sponsorship form or at www.cpif.org. The deadline for special room rates is August 12, 2024.

CPF is thrilled to present exclusive sponsorship opportunities designed to elevate your visibility before, during, and after the event. Options include Diamond Club, \$3500 donation; Gold Club, \$2000 donation; and Silver Club, \$1500 donation. Attached is a list showing last years' Sponsors. All Sponsors will be honored at the September 12th banquet and the September 13th breakfast.

The upcoming Conference offers an excellent opportunity for our industry, its allied members, and friends to come together and strategize for the 2025 year. It is a unique event dedicated to the California broiler, turkey, squab, duck, gamebird, and other related poultry industries. Once again, we are excited to announce a golf tournament on Wednesday, September 11th at the Pacific Grove Golf Links golf course. All tournament proceeds go to the Western Poultry and Egg Scholarship Foundation.

Every year, we aim to bring in experts who can educate our members about the state of the poultry industry and the regulations and laws that could either challenge or benefit us. This year, we once again feature political media expert and writer Dan Walters, retired from the Sacramento Bee, but now a featured writer with Cal Matters. Dan will present his views on California's political issues and what to expect in the coming year. He will also touch on the upcoming election.

The keynote this year, and just confirmed this week, will be Jenny Lester Moffitt, USDA Undersecretary of Under Secretary of Agriculture for Marketing and Regulatory Programs. Undersecretary Moffitt had served as Deputy Secretary of the California Department of Food and Agriculture. Moffitt is a friend of agriculture, and we are looking forward to hearing from her.

Leslee Oden, the new President of the National Turkey Federation, will discuss the NTF's efforts to make turkey more popular and their work on finding assistance with HPAI.

National Chicken Council Vice President of Governmental Affairs Harrison Kircher leads an effort in Washington, DC, to help the chicken industry beat back overwhelming regulations. He will review those most important to the industry.

In addition to the enriching sessions, we are excited to announce that Dueling Pianos will entertain us after the banquet again this year, promising an engaging experience for all attendees.

We look forward to seeing you in Monterey! Register today!

Sincerely,

A handwritten signature in cursive script that reads "Bill Mattos".

BILL MATTOS
President

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