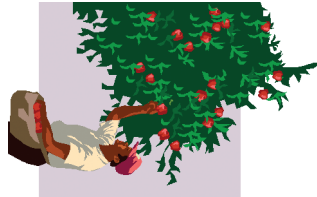


Sustainable Agriculture PCA Conference
c/o CCOF
1115 Mission Street
Santa Cruz, CA 95060



**Sustainable Agriculture
PCA Conference
December 1-2, 2006**

5th Annual Sustainable Agriculture Pest Control Advisor Conference

December 1-2, 2006

At the San Luis Obispo Veteran's Hall

*Enhance your skills, earn continuing education
credits and enjoy beautiful San Luis Obispo!*

**Featuring innovative pest management practices
for sustainable agriculture. Learn about...**

- Tools for biologically-integrated pest control
- Pesticide resistance management strategies
- Non-toxic vertebrate pest control
- Beneficial soil organisms
- New year-round IPM Programs through UC
- Updates on important regulatory issues
- Risk reduction strategies for certified organic operations

On Day 2 (12/2): Join us at the beautiful **Castoro Cellars Winery in Templeton** for a special workshop focusing on how natural, economic and other human aspects involved in agricultural sustainability impact and are impacted by pest management decisions:

- Assessing Operational Sustainability from a Pest Management Perspective

Participants may enroll separately for either day, if desired.



Sponsored by CCOF
Co-sponsored by Cal Poly State University's
Sustainable Agriculture Resource Consortium

For more information

Please call Colleen at (831) 423-2263, ext. 27
Fax: (831) 423-4528, e-mail: colleen@ccof.org
For conference details, see "PCA Conference" at
www.ccof.org/pcaconference.php

Enrollment Information

The conference fee is \$150 for Day 1, and \$65 for Day 2 if postmarked before November 15, 2006. The cost is \$175 and \$75 respectively thereafter. Fees include parking, breakfast, lunch and refreshments. **Accommodations are not included in this fee.** Students with valid I.D. can register for \$35 for Day 1, \$20 for Day 2. (A valid I.D. copy must be submitted with registration.)

Registration confirmation, maps, and a detailed program will be mailed after November 15, 2006.

Accommodations

Special arrangements have been made at two nearby motels. Contact the following motels directly to make a reservation: specify Sustainable AG Conf. rate:

Holiday Inn Express 1800 Monterey St. San Luis Obispo CA 93401 805/544-8600 www.holidayinnexpress.com "Sustainable Ag PCA Conference Rate": \$99 (Before Oct 30)	Quality Suites Inn 1631 Monterey St. San Luis Obispo CA 93401 805/541-5001 www.qualitysuitslo.com "Sustainable Ag PCA Conference Rate": \$129 (Before Nov 15)
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Location and Directions

This year's conference will convene at the San Luis Obispo County Veteran's Hall, located at 801 Grand Avenue in San Luis Obispo on Day 1, and at the beautiful Castoro Cellars Winery in Templeton (near Paso Robles) on Day 2. Detailed maps will be sent with registration packets after November 15th.

Continuing Education Units

14 Continuing Education Units including 5 Laws and Regulations Units for PCAs have been applied for from the California Dept. of Pesticide Regulation (8 units for Day 1, 6 additional units for Day 2). Approval of CEU credits has also been applied to for Certified Crop Advisors (CCAs) and for Ag Waiver credits from the Regional Water Quality Control Board.

If Your Plans Change

Refunds, less a \$25 processing fee, will be granted if requested by November 15, 2006.

**14 Continuing
Education Units
INCLUDING
5 Laws &
Regulations Units**

Non-Profit
Organization
U.S. Postage
PAID
Permit #550
Paso Robles, CA

Registration by mail

Complete this form and send with payment to:

PCA Conference
c/o CCOF
1115 Mission Street
Santa Cruz, CA 95060

(Please detach and photocopy for each person enrolling.)

Participant Information

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Payment Information (Check days requested)

Day 1

- \$150.00 **Before** Nov. 15, 2006
- \$175.00 **After** Nov. 15, 2006
- \$35.00 **Students** with I.D.

Day 2

- \$65.00 **Before** Nov. 15, 2006
- \$75.00 **After** Nov. 15, 2006
- \$20.00 **Students** with I.D.

_____ **Total Payment**

Please enclose check payable to: **CCOF** or include credit card info below (MasterCard or VISA ONLY)

Name on Card _____

Card Number _____

Security Code (last 3 digits on back of card) _____

Circle one: MC / VISA Exp. Date _____

Signature _____

Main Conference Agenda

Day 1: Friday, December 1, 2006

- 7:30-8:00 a.m. **Registration, Continental Breakfast**
- 8:00-9:00 a.m. **Organic Certification Risk Reduction Strategies for PCAs**
Jake Lewin (Certification Services Director, CCOF)
- 9:00-10:00 a.m. **Ag Waiver Water Quality Update**
Kay Mercer (Coordinator, Agricultural Watershed Coalition, southern San Luis Obispo & Santa Barbara Counties)
- 10:00-10:15 a.m. **Refreshments**
- 10:15-10:45 a.m. **Genetically Engineered Crop Update**
Bob Lilley (San Luis Obispo County Agricultural Commissioner)
- 10:45-11:15 a.m. **Pesticide Formulations Primer**
David Headrick (Professor, Cal Poly Horticulture & Crop Science Dept.)
- 11:15-12:00 a.m. **Resistance Management Strategies and Pitfalls in Sustainable Agriculture Production**
Beth Grafton-Cardwell (Director, Lindcove Research & Extension Center)
- 12:00-12:45 p.m. **Catered Lunch**
- 12:45-1:30 p.m. **UC's new Year-Round IPM Programs and other tools for environmentally responsible pest management**
Mary Lou Flint (Director, IPM Education & Publications, UC Statewide IPM Project)
- 1:30-2:00 p.m. **Non-toxic Gopher Control**
Thomas Wittman (President, Gophers Limited)
- 2:00-3:00 p.m. **Round table on Vertebrate Pest Control**
Richard Davis (Sr. Public Health Biologist, Vector-Borne Disease Section)
Rachel Long (Farm Advisor, Pest Management Field Crops, UCCE)
Josh Reilly (IPM Coord., Santa Cruz Co.)
- 3:00-3:15 p.m. **Refreshments**
- 3:15-4:15 p.m. **Entomopathogenic Nematodes as Biological Control Agents**
Ed Lewis (Professor, Dept. of Nematology, UC Davis)
- 4:15-5:15 p.m. **Update on the FDA Lettuce Food Safety Initiative**
Will Daniels (Director of Quality Assurance, Earthbound Farm)

Special Workshop Agenda

Day 2: Saturday, December 2, 2006

At the Beautiful Castoro Cellars in Templeton! **Assessing Operational Sustainability from a Pest Management Perspective**

Today's workshop will consider management decisions from a wide perspective. Strategies for pest management must be made within a complex framework comprised of natural (ecosystem), human (societal) and engineered (infrastructure) environments involving variable, semi-variable and fixed costs. Workshop topics will foster a deeper understanding of their interrelatedness and how managers can adeptly balance these factors to improve the pest management context.

Using soil biological health as a starting point, we will consider how new tools in the realm of soil nutrition, compost technology and stewardship of environmental habitat are helping managers reduce plant disease and pests. A panel on 'semi-fixed' costs (such as electricity, gas & wastewater treatment) will explore how management decisions impact usage and how new technologies are lowering long-term costs and improving operational sustainability—with cost savings providing more resources for the pest control consultant. Innovative certification models presented will highlight the role the pest control industry is playing in grappling with the difficult challenge of assessing and monitoring sustainability. Ample opportunity for Q&A and discussion with an applied, 'real-world' focus!

- 7:30 a.m. **Registration, Refreshments & Welcome**
Bob Thomas (Mesa Vineyard Management Co.)
- 8:00 a.m. **"Where am I in the Landscape?": The importance of an area-wide perspective**
David Headrick (Professor, Cal Poly Horticulture & Crop Science Dept.)
- 8:30 a.m. **Improving Soil Health for Pest Reduction**
Tom Ruehr, (Professor, Cal Poly Earth & Soil Sciences Dept.)
Ralph Jurgens (Co-owner, New Era Farm Service)
- 10:00 a.m. **Refreshments**
- 10:15 a.m. **Managing Semi-fixed Costs for Sustainability**
Mike Atkins (Agronomist, Western Farm Service)
Jason Hoar (President, Agri-Fuels)
Ryan Park (Commercial Sales Mgr., REC Solar)
Mike Morris (Farm Energy Team Leader, ATTRA)
- 12:15 p.m. **Catered Lunch**
- 1:00 p.m. **Audubon Sanctuary Program: A case study in certifying environmental stewardship**
Terry Vassey (Professor, Cal Poly Horticulture & Crop Science Dept.)
- 2:00 p.m. **The Role of Habitat in Sustainable Vineyard Management: Research & application**
Jean-Pierre Wolff (Owner, Wolff Vineyards)
- 3:00 p.m. **Good-bye & Wine Tasting (optional)**