

43RD ANNUAL **Almond Alliance** CONVENTION

Making It Happen



APRIL 28 - MAY 1, 2025
SAN DIEGO, CALIFORNIA

SESSION SCHEDULE

Wednesday, April 30, 2025

8:00 AM - 8:10 AM

Chair's Welcome Address

8:10 AM - 9:10 AM

Making It Happen: Driving Policy, Advocacy & Industry Growth

From legislative wins to regulatory hurdles, discover how the Almond Alliance is making things happen for the almond industry. Join President and CEO, Alexi Rodriguez for an inside look at key policy updates, advocacy efforts, and strategic initiatives shaping our future.

Speakers:

Alexi Rodriguez, *Almond Alliance*

Erin Norwood, *Norwood Associates*

Cole Rojewski, *RBW Group*

Clarice Turner, *Almond Board of California*

9:10 AM - 9:20 AM

Morning Break | *Sponsored by Golden Empire Shelling, Central Valley Almond Association, and Borrell USA*

9:25 AM - 10:25 AM

Knowns and Unknowns in the Almond Market

The success of the almond market has introduced it to a variety of risks over time. From water and yield risks at home to trade and supply chain risks abroad, many of these challenges have come to a head in recent years. Terrain economist Matt Woolf takes an analytical look at the sources of the industry's risks in an ever-changing world.

Speaker:

Matt Woolf, *Terrain*

10:30 AM - 11:30 AM

Almond Insights: Navigating Trends in Global Trade

Join us for an enlightening discussion where industry experts shed light on the newest trade trends, shifting market dynamics, and strategies for navigating the current trade uncertainties. Gain invaluable insights to better understand and tackle the complexities of the global trade environment.

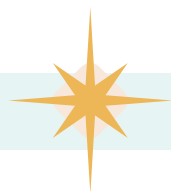
Speakers:

Craig Duerr, *Campos Brothers Farming*

Raj Samran, *Hilltop Ranch, Inc.*

Jarred Hettinger, *Terra Nova Trading*

Mark Masten, *Treehouse California Almonds*



WEDNESDAY

11:30 AM

President's Closing Remarks

12:30 PM - 1:30 PM

KEYNOTE LUNCH

Seizing the Moment: Leveraging Opportunities in Any Economy

In today's fast-changing world, uncertainty is inevitable—yet opportunities are always present. The key to thriving, not just surviving, is the ability to recognize, seize, and maximize those opportunities. In this high-energy, action-packed keynote, Kathleen Wood will share "how-tos" to cut through the noise, turn challenges into advantages, and cultivate a mindset that fuels growth.

No matter the industry or economic climate, those who embrace clarity, take decisive action, and remain opportunity-focused will always find a way forward. Get ready for real talk, real strategies, and real results that will inspire you to take action immediately!

Speaker:

Kathleen Wood, *Kathleen Wood Partners*

1:45 PM - 3:45 PM

Breakout Sessions

1:45 PM - 2:45 PM

Breakout Meeting #1 - Huller Sheller | *Sponsored by Revolution Plastics*

2:45 PM - 3:45 PM

Breakout Meeting #2 - Government Relations

THURSDAY

Thursday, May 1, 2025

8:00 AM - 8:10 AM

Vice Chair's Welcome Address

8:10 AM - 9:10 AM

From Claims to Compliance: Staying Ahead of Litigation Trends

Join Stacy Henderson and Raquel Hatfield as they explore the latest litigation trends, emerging employee claims, and the essential workplace practices you need to have in place. Gain valuable insights to help protect your operation and stay ahead in an evolving legal landscape.

Speakers:

Stacy Henderson, *Henderson Hatfield*

Raquel Hatfield, *Henderson Hatfield*



THURSDAY

9:10 AM - 9:25 AM

Pollinator Alliance

More Details for Come!

Speakers:

Robert Holtermann, *Holtermann Farms*

Bret Sill, *Sill Properties*

9:25 AM - 9:35 AM

Morning Break | *Sponsored by Golden Empire Shelling, Central Valley Almond Association, and Borrell USA*

9:40 AM – 10:40 AM

Fumigation Essentials: Key Considerations for Almond Protection

This session covers the basics of fumigation, what to consider for each fumigant, and best practices for different scenarios—hull piles, incoming almonds, pasteurization, storage, and final shipment. Attendees will gain practical insights to optimize fumigation strategies and maintain product integrity.

Speakers:

Spencer Walse, *USDA Agriculture Research Services*

Suresh Prabhakaran, *Douglas Products*

John Mueller, *Independent Consultant*

10:45 AM – 11:45 AM

Smooth Transition: Succession Planning for your Farm and Business

This session will cover expert strategies for seamless transitions in agricultural businesses, including how to plan for leadership handoffs, maintain financial stability, and navigate the complexities of succession planning—whether for the next generation or new management.

Speaker:

Tommy Irvine, *Pinion*

11:45 AM - 11:50 AM

President's Closing Remarks

