



unitedag presents

BUILDING COMMUNITIES

43rd Annual Meeting & Conference

**REGISTRATION & SPONSORSHIP
BROCHURE**

MARCH 6-7, 2023

DISNEY'S GRAND CALIFORNIAN HOTEL® & SPA | ANAHEIM, CA

AGENDA

MONDAY, MARCH 6

REGISTRATION

10:00 AM - 5:00 PM

NEW MEMBER BRUNCH (INVITE ONLY)

10:30 AM - 11:30 AM

DISNEY INSTITUTE LEADERSHIP TRAINING

12:00 PM - 5:00 PM

AEF BOWL-O-RAMA TOURNAMENT

5:00 PM - 7:00 PM

WELCOME RECEPTION

7:00 PM - 9:00 PM

Note: All events and times are subject to change.

TUESDAY, MARCH 7

REGISTRATION

8:00 AM - 11:30 AM

ANNUAL BREAKFAST & KEYNOTE

8:00 AM - 9:30 AM

SESSION 1: MOBILIZING COMMUNITY THROUGH ADVOCACY

10:00 AM - 11:30 AM

ANNUAL MEMBERSHIP & AWARDS LUNCHEON

12:00 PM - 1:30 PM

SESSION 2: BUILDING HEALTHY COMMUNITIES

2:00 PM - 3:30 PM

80'S DINNER DANCE

6:30 PM - 10:00 PM

KEYNOTE SPEAKER

SASHA STRAUSS

Brand Strategy Firm Founder, Professor and Speaker

With 25 years in strategic brand development, Mr. Strauss has built brands at the world's leading advertising, PR, marketing, and branding agencies. In 2006, Mr. Strauss founded Innovation Protocol, a brand consultancy that exclusively serves innovators. As CEO, Mr. Strauss leads a team of 30 brand consultants and brand designers that serve clients such as Google, PayPal, Disney, LEGO, Nestlé, and ADP.

When not supporting Innovation Protocol's international clientele, Mr. Strauss teaches graduate brand strategy at the UCLA Anderson, UC Irvine Merage, and USC Marshall MBA programs.

Visit unitedag.org/conference to read about all of our featured speakers!



Session 1: Mobilizing Community through Advocacy



Jeff Aiello

Chief Executive Officer, ValleyPBS

Mr. Aiello is an Emmy Award winning documentary filmmaker and producer with more than 35 years in broadcast and cable television production as a cinematographer, editor, writer, motion graphics artist, producer and filmmaker including 15 years as Director of Marketing, Production and Programming for ABC 30 and The Walt Disney Company.



Tom Daly

Former California State Assemblymember, District 69

Tom Daly served as Assemblymember of California's 69th Assembly District, which includes the cities of Santa Ana, Anaheim, Garden Grove, and Orange. Daly focused on ensuring a balanced budget, maintaining and improving statewide infrastructure and reducing bureaucratic red tape while promoting government efficiency. He has previously served as Mayor of Anaheim, Orange County Transportation Authority Director, Anaheim City Councilmember, and as Orange County Clerk-Recorder.



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.



Jayson Welter

General Counsel, UnitedAg

Jayson Welter has over 20 years of legal and healthcare experience both in the private and public sectors serving in key management roles. Throughout his career, he honed his skills by understanding health plans from A-Z, combining this with a deep understanding of healthcare operations, and finally adding the legal and compliance aspects to his vast set of skills.

Annual Membership Luncheon & President/Chair Message



Rodney Braga

President & CEO, Braga Fresh Family Farms

As a third-generation grower, President, and CEO of Braga Fresh Family Farms, Rodney oversees a multi-generational farming business in Salinas Valley with a commitment to providing the best produce possible while preserving the land on which it grows. He joined the company in 1990 and grew it from its origins in 1928 into what is now Braga Fresh Family Farms. They have multiple growing, processing, and shipping operations in California, Arizona, and Mexico.



Kirti Mutatkar

President & CEO, UnitedAg

Kirti Mutatkar is a forward-thinking leader passionate about making high quality, innovative, and affordable health care accessible to the agricultural community of California and Arizona. Under Kirti's leadership, UnitedAg, a \$230 million association health plan, is empowering its members and employer groups to take a unique, empathetic, and collaborative approach in working together to provide innovative and cost-effective approaches to health care.

Kirti currently serves as Vice Chair on Health Care Administrators Association (HCAA)'s Board of Directors, and as the Director at Large for AgSafe, an Agricultural Trade Association. She is the host of the podcast, This is Ag!

Session 2: Building Healthier Communities



CarlaDenise Edwards, PhD

Strategic & Board Advisor, Parsley Health, Clover Health, and Heluna Health

Dr. Carladenise Armbrister Edwards has thirty years of professional experience ranging from Assistant Dean at University of Pennsylvania to government official at the state and federal level. She is an accomplished healthcare executive, most recently served as Executive Vice President, Chief Strategy Officer for Henry Ford Health, a \$6.8B integrated health care delivery system headquartered in Detroit, MI where she was responsible for M&A, innovation, government relations, planning, technology transfer, and system transformation.

In 2022, she was recognized by Modern Healthcare and Becker's as one of the top Women Leaders in Healthcare and she was named one of the 50 Women of Excellence by the Michigan Chronicle and elected President of the cohort by her peers.

FEATURED EVENTS

Join fellow members and industry friends for our 43rd Annual Meeting & Conference at *Disney's Grand Californian Hotel® & Spa*. Throughout our conference sessions and networking events, you will have opportunities to connect with peers and hear from leading experts regarding topics affecting our industry.

Bowl-O-Rama Tournament

Monday, March 6 | 5:00 pm - 7:00 pm

Roll with us at Splitsville Luxury Lanes in *Downtown Disney® District* for our Charity Bowling Event. All proceeds benefit the Agribusiness Education Foundation, a 501(c)3 charitable foundation. *Included in Premium Conference Registration. See Bowl-O-Rama Registration Form for pricing details.*

Member Connection / Welcome Reception

Monday, March 6 | 7:00 pm - 9:00 pm

Help us kickoff our 43rd Annual Meeting & Conference at Splitsville Luxury Lanes. Our welcome event will provide a great opportunity for networking, food and entertainment.

Annual Membership & Awards Luncheon

Tuesday, March 7 | 12:00 pm - 1:30 pm

Don't miss our Annual Membership & Awards Luncheon as our CEO, recognizes those among the membership who volunteer their time to our boards, committees, ambassador and leadership programs. Also, join us in celebrating the graduation of our 2022 WomenAg Leadership Academy.

80's Dinner Dance

Tuesday, March 7 | 6:30 pm - 10:00 pm

Rock and roll the night away during our 80's theme event. We will transport you back in time of teased hair, neon leg warmers, and some of the greatest music of the 20th century. The 80's top hits will rock out of the evening's festivities. It will be a great to culminate the 43rd Annual Conference.

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BOWL O RAMA

TOURNAMENT

Monday, March 6 | 5:00 pm - 7:00 pm
Splitsville Luxury Lanes

Join us for our Bowl-O-Rama Tournament. All proceeds benefit the Agribusiness Education Foundation. We encourage you to register yourself and your team! Please note that all participants under the age of 16 need to be accompanied by an adult participant. Single players will be assigned to a team. All registrants will receive bowling tournament socks.

Cost to Participate:
Single: \$50 | Team of 8: \$375

***Note:** Single Bowl-O-Rama registration is included in Premium Conference Registration. SPECTATOR registration is available at \$30 per attendee (bowling not included).*



LEADERSHIP TRAINING

Monday, March 6 | 12:00 pm - 5:00 pm
Disney's Grand Californian Hotel® & Spa

DISNEY'S APPROACH TO LEADERSHIP EXCELLENCE

Join us for Disney Institute's Leadership Training and discover how Disney Parks & Resorts have designed a successful framework for developing and sustaining effective leadership throughout all levels of the organization. **Limited spots available, reserve today!**

Cost to Participate: \$250

Included in Premium Conference Registration

Note: All participants must bring a government-issued photo identification (driver's license, etc.) for access to any backstage areas, if required.



ACCOMMODATIONS & PARKING



As to Disney properties/artwork: ©Disney

Disney's Grand Californian Hotel® & Spa **1600 Disneyland Dr, Anaheim, CA 92802**

Disney's Grand Californian Hotel® & Spa is an escape from reality that defines grandeur at every turn—from premium accommodations and Craftsman-style elegance to Disney's impeccable service and renowned attention to detail.

Attendees can enjoy impressive amenities and rich dining experiences as well as utilize the convenient proximity to both Disney theme parks.

Private Shuttle Service

Private shuttle service is available from John Wayne Airport. For rates and reservation details, email mochoa@unitedag.org.

Hotel Reservations & Room Rate

Once you've completed your Conference registration, you will be emailed a link to make room reservations. *The following room rate is per room per night and excludes taxes and assessments.*

\$359 per night for Standard Room (pricing excludes Taxes & Assessments)

To cancel your room reservation, please contact *Disney's Grand Californian Hotel® & Spa*.

Overnight Parking

Attendees who stay overnight at the Hotel will be charged either, as applicable, the self-parking fee applicable at the time of the Event \$35.00 per car, per night, or the valet parking fee applicable at the time of the Event \$65.00 per car, per night, each with in/out privileges.

REGISTRATION



To register, please email your completed conference registration form to mochoa@unitedag.org.

IMPORTANT: All Conference attendees are required to complete a registration form. Once your registration form is received, the Membership department will email you a link to complete your hotel reservation and access the Disney ticket store. If you are participating in the Bowl-O-Rama event, please complete the event form. **Registration closes February 6, 2023.**

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

Refund & Cancellation Policy: Full refunds will be granted to requests received in writing to mochoa@unitedag.org prior to February 6, 2023. **No refunds will be granted after this date.**

CONFERENCE SPONSORSHIP OPPORTUNITIES

Partners in Health Sponsor

\$6,000

Includes two (2) Annual Conference Registrations; Company name/logo recognition on all pre and post-event promotions, including event signage, event program, event website, pre/post social media promotional efforts, and all 2023 OPS Forum and HealthChats webinar events and all print and digital publications; opportunity to provide video commercial that will be featured before sessions begin.

Member Connection Sponsor

\$1,200 (4 available)

Opportunity to provide promo giveaways at the Member Connection; Recognition during the Member Connection; Company name/logo on promotional pieces and event signage; Two (2) tickets included to attend the Member Connection.

Annual Breakfast & Keynote Sponsor

\$1,000 (3 available)

Verbal recognition during opening remarks; Company name/logo on agenda; Company name/logo in Annual Conference program; Two (2) tickets included to attend the Annual Breakfast & Keynote.

Annual Membership & Awards

Luncheon Sponsor

\$1,500 (3 available)

Opportunity to provide promo giveaway to be given out during Membership Luncheon; Recognition during Awards; Company name/logo will be included in the Awards Program; two (2) tickets included to attend the Awards Luncheon.

Mental Health Break Sponsor

\$1,000 (3 available)

Company name/logo displayed during break, opportunity to provide giveaway during the 30-minute break; Verbal recognition during the conference break, company name or logo featured in the conference program; recognized in all promotional materials for Mental Health Awareness Month (May).

80s Dinner Dance Sponsor

\$750 (4 available)

Company name/logo displayed during Dinner Dance event; recognition in program.

BOWL-O-RAMA & LEADERSHIP SPONSORSHIP OPPORTUNITIES

The Perfect Game Sponsor

\$1,500 (4 available)

Team of six (6) bowlers included in the tournament with bowling socks; Six (6) Tickets to attend the Member Connection Event; Team name/logo featured on event signage; Team name/logo featured throughout the night on TV monitors; Team name/logo included on all printed materials and prominently listed on pre & post-event press releases and social media.

Spare Sponsor (Bowling not included)

\$1,000 (3 available)

Four (4) Spectator Tickets to watch the Bowling Tournament; Four (4) Tickets to Attend the Member Connection Event; Team name/logo featured on event signage; Team name/logo featured throughout the night on TV monitors; Team name/logo included on all printed materials and prominently listed on pre & post-event press releases and social media.

Tournament Awards Sponsor

\$500 (3 available)

Recognition during Tournament Awards, Welcome Reception, Annual Conference program, pre and post-event marketing efforts as well as social media signage with company name or logo.

Roll-Out Sponsor

\$300 (8 available)

Recognition for sock sponsorship and tournament giveaways; recognition in conference brochure; recognition during Tournament Awards, Welcome Reception, Annual Conference program, and signage with company name/logo.

Leadership Institute Sponsor

\$1,000

Includes one (1) attendee for the Disney Institute Leadership Training; Company name/logo displayed during leadership training; recognition during session welcome remarks; recognition in conference program.

SEE YOU SOON

STAY
TUNED

For more information visit our website:
unitedag.org/conference

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