



## FOR IMMEDIATE RELEASE

**RE:** CENTRAL COAST COTTON CONFERENCE

**DATE:** July 7, 2008

**CONTACT:** Becky Zelinski, Conference Organizer

### **New dates and location set for Central Coast Cotton Conference**

Cotton was once king in the Golden State. But over the past six years, the industry has changed. Acreage has declined, production costs have sky-rocketed and now the state is in a draught. Most growers have all but given up producing a once lucrative commodity but many have not. For those who are staying the course, research, education and new technology are more critical than ever.

But with educational resources and continuing education almost as scarce as California water, where can growers, consultants and PCAs get the information and support they need to stay in business? The Central Coast Cotton Conference is the answer.

“As California’s cotton industry narrows to a strategic level, only the most efficient producers will survive,” said Bruce Roberts. Roberts is the J.G. Boswell Chair of Agronomy at California State University, Fresno and also a member of the conference steering committee.

“Staying on top of every new development in this dynamically changing industry is the only way to sustain economic viability. Cotton growers who don’t keep up with the changing times, might as well park their pickers,” Roberts added.

Roberts and others believe that the Central Coast Cotton Conference is more important now than ever. California Cotton Growers and Ginners Association president Earl Williams calls it a “must meeting for cotton growers, PCAs and allied industry groups.”

The annual conference is the only meeting specifically for California cotton producers and PCAs. It will continue its focus on helping the industry forge ahead in these tough times.

The sixth annual meeting will be held at The Cliffs Resort in Shell Beach, California, January 21-23, 2009. The location isn’t new but the dates are. The first three meetings were held at The Cliffs Resort but the conference has moved from November to January.

“Based on feedback, many growers and ginners are interested in attending the meeting but are unable to do so in November,” said conference organizer Becky Zelinski. “The conference has evolved from a continuing education course for PCAs to an industry-wide meeting. In order to properly serve the industry, we want to accommodate as many people as possible.”

The theme for the 2009 meeting is “New Frontiers: Innovative production strategies for a changing industry.” Topics will explore new technologies to help growers maximize production while minimizing costs; adapting new technologies such as precision farming; implementing integrated farming solutions; and water issues. The conference will also include sessions on production and agronomy and an industry outlook and updates.

Zelinski said the conference steering committee works hard to develop a meeting that will provide valuable insight and information as well as a one-of-a-kind networking opportunity.

“We have a great steering committee,” Zelinski said. “They volunteer their time because they believe in the conference and want to help it succeed. The members possess a wide range of experience and opinions, they are in tune with the industry and help guide us in the right direction.”

Steering committee members include conference staff, Lowell and Becky Zelinski; Sam Carreiro, Carreiro & Sons; Harry Cline, Western Farm Press; Vern Crawford, Wilbur-Ellis Company; Pete Goodell and Bob Hutmacher, University of California Cooperative Extension; Mike Hemman, Dupont; Rick Leonard, Bayer CropScience; Bruce Roberts, California State University, Fresno; Tim Sherrill, J.G. Boswell Company; and Earl Williams, California Cotton Growers Association.

Sponsorship and exhibitor registration is open. Conference registration will begin September 1, 2008 and hotel registration is open now. For complete details about the conference or to register to sponsor or exhibit, visit [www.cottonconference.com](http://www.cottonconference.com) or call (805) 239-8200.