



SPONSORED BY AMERICAN SUGAR ALLIANCE

# Stability, Security, Safety:

## The Need for a Strong Farm Bill

*August 2-7, 2024*

*The Westin Seattle | Seattle, WA*

**#Sugar2024**



# preliminary program

as of June 1, 2024



# 39TH INTERNATIONAL SWEETENER Symposium

SPONSORED BY AMERICAN SUGAR ALLIANCE

## Stability, Security, Safety:

### The Need for a Strong Farm Bill

**August 2–7, 2024**

*The Westin Seattle | Seattle, WA*



**Optional Tours** are being promoted to help you fully experience the vibrant city of Seattle, as well as the neighboring islands and Washington State wine country. The Symposium schedule allows free time on Friday, Saturday and Sunday to explore the Pacific Northwest and to meet with your industry colleagues. See pages 7-9.

## Friday, August 2

**ALL DAY**

### Optional Tours

Register with optional tour operators. See pages 7-9.

**1:00-5:00PM**

### Registration

Grand Foyer, 4th Floor

**EVENING**

### Dinner On Your Own

Reservations highly recommended. See page 9.

## Saturday, August 3

**ALL DAY**

### Optional Tours

Register with optional tour operators. See pages 7-9.

**8:00AM-7:00PM**

### Registration

Grand Foyer, 4th Floor

**6:00PM-7:00PM**

### Meet & Greet Reception

Fifth Avenue Room, 4th Floor

Casual business attire. See page 9.

## Sunday, August 4

**ALL DAY**

### Optional Tours

Register with optional tour operators. See pages 7-9.

**8:00AM-2:00PM**

### ASA Golf Tournament – Optional Redmond Ridge Golf Club

Register with ASA. Bus departs at 6:15AM from the Westin’s 6th Avenue entrance. See page 9.



**8:00AM-9:00PM**

### Registration

Grand Foyer, 4th Floor

**7:00PM-9:00PM**

## Welcome Reception Gala

Grand Ballroom, 4th Floor

Casual business attire. See page 10.

### Welcome To Washington

As a lifelong resident of Central Washington, a third-generation Yakima Valley farmer, and a former Director of Agriculture for the State of Washington, Rep. Newhouse brings real-world experience to Congress as a businessman, farmer, and former state legislator.

**Rep. Dan Newhouse (R-WA-04)**, Member, House Appropriations Subcommittee on Agriculture; Former Director of Agriculture for the State of Washington (via video)

## Monday, August 5

**7:30AM-8:30 AM**

### Breakfast Session

#### *The U.S. Department of Agriculture's Perspective on Sugar Policy & Trade*

Under Secretary Alexis Taylor will join us for a conversation regarding the Biden Administration's trade agenda and strong sugar policy. As a true veteran to ag policy, Under Secretary Taylor served in the Obama Administration during many pivotal moments for agriculture. She returns to this important post at a critical time when global markets are weathering many disruptions and trade challenges. What's the outlook for ag trade and Farm Bill renewal?

#### WELCOME & MODERATOR:

**Cassie Bladow**, ASA Chair; President & CEO, U.S. Beet Sugar Association – Washington, DC

#### SPEAKER:

**The Honorable Alexis Taylor**, Under Secretary for Trade and Foreign Agricultural Affairs, U.S. Department of Agriculture – Washington, DC *\*Invited*

**8:45AM-9:45AM**

### General Session

#### *U.S. & World Sweetener Market Outlook*

With global sugar market analysts suggesting both a loosening and a tightening of world sugar stocks-to-use in the coming year, will we see prices remain in the current trading pattern, rise, or fall? Obviously there remains a lot of uncertainty regarding geopolitics, continued rising input costs, and weather patterns. Will

we see world prices finally return to levels that reflect the actual cost of producing sugar? What is happening with U.S.-Mexican sugar trade and with next year's Mexican crop? Are we in store for another record tier-2 import year? Will Brazil continue to produce and ship record amounts of sugar onto the world market? These speakers will provide their observations of the world market dynamics and subsequent impacts on the U.S. market.

#### MODERATOR:

**Rob Johansson, Ph.D.**, Director of Economics & Policy Analysis, American Sugar Alliance – Arlington, VA

#### PANELISTS:

**Jeff Dobrydney**, Senior Vice President, Head of Futures & Options, JSG Commodities – Norwalk, CT

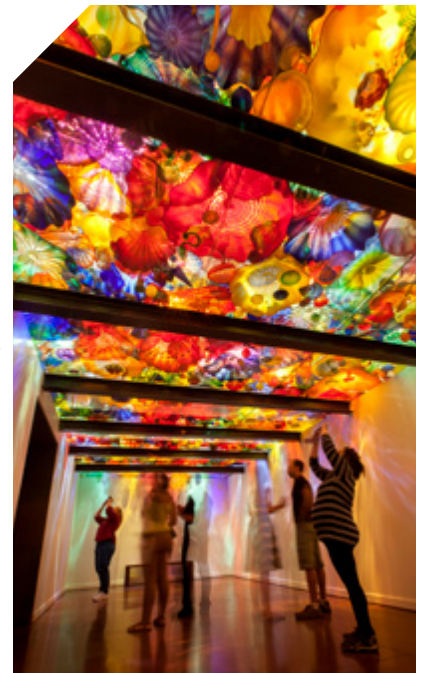
**Elaine Trevino**, Associate Administrator, Trade and Foreign Agricultural Affairs-Foreign Agricultural Service, U.S. Department of Agriculture – Washington, DC

**9:00AM-3PM**

### Spouse Tour

#### *Sensational Seattle*

Join us for a fun day exploring "Sensational Seattle." This day trip will feature several of Seattle's iconic attractions including a tour of the spectacular Chihuly Garden & Glass, followed by a tour of the world-famous Space Needle. A special group luncheon will then be offered, as well as a shopping opportunity. See page 9.



**9:45AM-10:45AM**

### General Session

#### *U.S. Sugar Policy: Achieving a Stronger Safety Net*

Policy leaders in Washington acknowledge the need for a new Farm Bill to calibrate to today's economics of inflated input costs. While U.S. sugar producers are some of the most efficient and environmentally sustainable producers in the world, the industry has faced high input costs and challenging weather. And now it seems as though U.S. demand is softening. How are producers

far? Manufacturing costs for food companies are also high. Much of those higher costs have been passed along to consumers by charging more for goods at the supermarket. Are we starting to see consumers respond by purchasing fewer or different food items? How are producers and food manufacturers reacting to changing consumer demands? How is the Biden Administration managing the policy and what is needed in the Farm Bill to ensure American-made sugar remains viable?

**MODERATOR:**

**Rob Johansson, Ph.D.**, Director of Economics & Policy Analysis, American Sugar Alliance – Arlington, VA

**PANELISTS:**

**Barbara Fecso, Ph.D.**, Branch Chief, Commodity Analysis Branch, Economic & Policy Analysis Division of FPAC, Director of Dairy & Sweeteners Analysis Group, U.S. Department of Agriculture – Washington, DC

**Randy Green**, Principal, Watson Green LLC; Consultant, Sweetener Users Association – Washington, DC

**10:45AM-11:00AM**

**Refreshment Break**

**11:00AM-12:00PM**

**General Session**

*The Future of Crop Protection Tools*

Crop protectants are an essential input into sugarbeet and sugarcane production. Access to effective and affordable chemistries to deal with harmful pests and weeds is becoming increasingly difficult with a myriad of rules and regulations at the local, state, and Federal level. Those difficulties also impact suppliers who must anticipate changes in pest and weed pressures and their research and development portfolio for up to 20 years in the future under various climate conditions. Notably, Federal agencies are also facing growing litigative risks from outside groups that make timely Federal guidance and actions important as well as a challenge. Our speakers will provide an overview of the playing field as it stands today and where it might be going in the future.

**MODERATOR:**

**Carrie Vicenta Meadows**, Vice President of Government Affairs, U.S. Beet Sugar Association – Washington, DC

**PANELISTS:**

**Key policy experts** have been invited to participate in this panel.



**12:15PM-2:00PM**

**ASA Annual Meeting & Luncheon**

*Infrastructure and Agriculture: A Strong Foundation for a Successful America*

Representing Washington State's second congressional district, Rep. Rick Larsen serves as the Ranking Member for the House Transportation and Infrastructure Committee and is a strong voice for Northwest Washington farmers. As Ranking Member of Transportation and Infrastructure, Rep. Larsen is keenly aware of how important continued investments in transportation infrastructure, such as rail, roads, and ports, are for our domestic supply chain, bringing down inflation, and ultimately enhancing our food security and national security. Such long-term investments provide a foundation for a strong, sustainable, and successful America. As a former member of the House Agriculture Committee, Rep. Larsen also has an understanding of the importance of commodity, crop insurance, and research programs to farmers in Washington and across the country.

**MODERATOR:**

**Cassie Bladow**, ASA Chair; President & CEO, U.S. Beet Sugar Association – Washington, DC

**SPEAKER:**

**Rep. Rick Larsen (D-WA-02)**, Ranking Member, House Transportation and Infrastructure Committee; Member, New Democrat Coalition Trade Task Force *\*Invited*

**ASA Annual Meeting**

**AFTERNOON & EVENING**

**On Your Own**

Dinner reservations recommended. See page 9 for details.

7:30AM–8:30AM

## Breakfast Session

### *Outlook for the 2024 Presidential & Congressional Elections*

The dynamics around the 2024 elections are unprecedented. What are the key issues citizens will base their votes on in November? With thin majorities in the House and Senate, will control switch in either or both bodies? What are the key races that will determine who will lead and govern our nation for the next four years? How do the Presidential candidates and their running mates match up against each other? As the go-to political analyst for several major TV networks and a chief handicapper and analyst for The Cook Political Report, David Wasserman is uniquely qualified to provide his nonpartisan, timely insight into the upcoming mid-term elections, as well as the 2024 Congressional and Presidential elections.

#### MODERATOR:

**Luther Markwart**, Executive Vice President & CEO, American Sugarbeet Growers Association – Washington, DC

#### SPEAKER:

**David Wasserman**, Senior Editor and Elections Analyst, the Cook Political Report; Political Analyst for NBC News – Washington, DC

8:45AM–9:15AM

## General Session

### *Farm Bill Priorities, Politics and Passage*

Representing a district with more than 170 crops, Rep. Lori Chavez-Deremer understands the importance of maintaining a strong agricultural policy that works for all producers. As a member of the House Agriculture Committee, she has been an outspoken voice for not just Oregon's farmers but for all U.S. producers. She will provide her insight on the timeline, politics and passage of the Farm Bill.

#### MODERATOR:

**Luther Markwart**, Executive Vice President & CEO, American Sugarbeet Growers Association – Washington, DC

#### SPEAKER:

**Rep. Lori Chavez-Deremer (R-OR-5th)**, House Agriculture Committee; House Education and the Workforce Committee; House Transportation and Infrastructure Committee

9:15AM–9:45AM

## General Session

### *Enforcement of the Suspension Agreements*

Acting Assistant Secretary of Commerce for Enforcement and Compliance Ryan Majerus is responsible for enforcing the U.S. trade remedy laws, including roughly 675 antidumping and countervailing duty orders and suspension agreements. He will bring us up to date on the work he and his team are doing to enforce the antidumping and countervailing duty suspension agreements on sugar from Mexico.

#### MODERATOR:

**Robert Cassidy**, Partner, Cassidy Levy Kent – Washington, DC

#### SPEAKER:

**Ryan M. Majerus**, Performing the non-exclusive functions and duties of Assistant Secretary, Enforcement and Compliance, International Trade Administration, U.S. Department of Commerce – Washington, DC

9:45 – 10:30AM

## General Session

### *The Path to a New Farm Bill: The Coalition's Role*

With the extension to the current Farm Bill set to expire October 2024, key members of America's agricultural coalition have been supporting the renewal of this important policy. Extending the Farm Bill again risks losing budgetary resources to get a new more effective Farm Bill written. Yet production costs remain high, and prices are starting to decline. While production agriculture, conservation, nutrition, and rural development are key components of the Farm Bill coalition, many redlines have been drawn in the sand. These ag leaders will share their insights regarding how stakeholder groups can work effectively together and what is needed to get the new Farm Bill passed and implemented.

#### MODERATOR:

**Ryan Weston**, President & CEO, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers – Washington, DC

#### PANELISTS:

**Rob Larew**, President, National Farmers Union – Washington, DC

**Joby Young**, Executive Vice President, American Farm Bureau Federation – Washington, DC

10:30AM–10:45AM

## Refreshment Break



**10:45AM-11:45 AM**

### General Session

#### *Farm Bill Prospects For 2024 – A Report from Key Congressional Staff*

With authorization of many programs expiring again at the end of September, annual spending bills are likely to dominate Congressional attention when Congress returns. Is there a pathway to enactment of the 2024 Farm Bill? Key congressional staff will provide their insights on developing agricultural policies at a time of great uncertainty. How can Congress help improve financial conditions in farm country in this environment?

**MODERATOR:**

**Jack Pettus**, Vice President of Government Relations, American Sugar Cane League – Washington, DC

**PANELISTS:**

**Key Congressional Staff** have been invited to participate in this panel.

**11:45AM – 12:30PM**

### General Session

#### *Front-of-Package Labeling: More Than Just Extra Information*

Several countries around the globe have implemented front-of-package information schemes on foods and beverages. This information can include warning labels, stop signs or various other text and symbols. Touted by governments as critically needed, quick and easy to understand markers of a product's nutrition content, there is more to this movement than just information. Hear about the main motivations behind these labeling systems and real-world data on their impact on sugar and, importantly, whether they improve diet and health.

**MODERATOR:**

**Courtney Gaine, Ph.D.**, President & CEO, The Sugar Association, Inc. – Washington, DC

**PANELISTS:**

**Melissa San Miguel**, President, Red Flag USA – Washington, DC

**Humberto Jasso Torres**, Executive President, Mexican Sugar Chamber – Mexico City, Mexico

**12:30PM-2:00PM**

### Luncheon Session

#### *Trade Policy & Food Security Amid Global Uncertainty*

USTR's Chief Agricultural Negotiator, Ambassador Doug McKalip, is charged with leading the Biden Administration's efforts in formulating and implementing trade policies designed to advance the interests of U.S. agriculture. Today's global trade environment has made this work all the more challenging due to a range of factors, including a weakened WTO, wars in Europe and the Middle East, and the U.S.-China geopolitical dynamic. How is the Administration navigating these uncertain times in balancing the need for expanded export opportunities for U.S. farmers and ranchers, while ensuring that the food security of the United States is not undermined by unreliable global supply chains and the unfair trade practices of foreign producers? And what will the President's trade policies mean for the long-term health and viability of the U.S. sugar industry?

**MODERATOR:**

**Ryan Weston**, President & CEO, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers – Washington, DC

**SPEAKER:**

**Ambassador Douglas McKalip**, Chief Agriculture Negotiator, Office of the U.S. Trade Representative – Washington, DC *\*Invited*

### AFTERNOON

#### On Your Own

**6:00PM**

### Dinner Event

#### *Pacific Northwest Experience*

#### Grand Ballroom, 4th Floor

During this special evening, you'll experience several culinary and cultural highlights of the Pacific Northwest. This evening will feature musical entertainment and more for an evening of dancing and fun for the whole family. See page 9.

## Wednesday, August 7

**ALL DAY**

### Departures

## Travel Information



### Lodging

The Westin Seattle will be the headquarter hotel for this year's Symposium. Serving as the flagship hotel for the Westin brand, this world-class hotel features floor-to-ceiling unparalleled views of the Seattle skyline and waterfront, as well as a state-of-the-art fitness center, indoor swimming pool, and dining. The hotel is ideally located close to the world-famous Pike Place Market, the Space Needle, the Museum of Pop Culture, the Chihuly Garden and Glass, the waterfront, the monorail, world-class dining, the flagship Nordstrom's department store, shopping, and more.

ASA Symposium discounted room rates start at \$269 (Run-of-House, exclusive of taxes and fees). Cancellations made 14 days prior to arrival are fully refundable, cancellations made within the 14-day period will forfeit a one-night deposit. **Book your Symposium lodging online at [ASA Symposium – Westin Seattle reservation link](#) or by calling the hotel's main reservation line at 206.728.1000 and advising you are with the American Sugar Alliance group block.** Note: If you are unable to secure your preferred dates of lodging, please email [symposium@sugaralliance.org](mailto:symposium@sugaralliance.org) to be placed on American Sugar Alliance's wait list. For general information on the hotel, visit [Westin Seattle's website](#).

### The Emerald City of Seattle

Located in the Pacific Northwest corner of the continental U.S., this vibrant city offers something for everyone. Known as the Emerald City, Seattle boasts year-round lush greenery in both the city and surrounding areas, while also being bound by the waters of Lake Washington in the east, the Puget Sound to the west, and the majestic Mount Rainier National Park in the distant. This exciting city offers a wide variety of key attractions and activities downtown, as well as ample day-trips. Be sure to check out optional tour activities below for more information.

Another reason to visit Seattle? It's a great jumping off point for pre/post Symposium travel. Consider tacking on an Alaskan cruise, visiting key Canadian cities of Vancouver, Banff, or Victoria B.C.; or winding your way through the State of Washington's famed Columbia Valley wine region. And as an added bonus, Seattle's August weather typically offers sun filled days tempered with low humidity and cool temperatures ranging from 78° (high) and 65° (low).

### Air Transportation

The Seattle-Tacoma International Airport (SEA) is conveniently located just 14 miles from downtown Seattle, offers nonstop flights to/from several major cities, and is serviced by most major airlines.

### Ground Transportation & Parking

Rental cars are available at the SEA airport, as well as downtown locations. The Westin offers valet parking (\$60/day) or self-parking (\$50/day). Additionally, a public parking garage is located across the street from the Westin. Taxi, Uber and Lyft are available at both the SEA Airport and the Westin. At SEA, follow signs for designated pick-up locations with your preferred vendor. Approximate fare is \$60/trip (one-way). With ample Seattle attractions located conveniently near the Westin, a rental car is not necessary, unless you are planning day trips outside of the city. Ubers, Lyfts and taxis are a great option to explore many of the neighborhoods beyond Seattle's downtown area.

## Optional Activities & Tours

**Optional Tours:** Optional tours are being promoted to help you fully experience Seattle and this lovely Pacific Northwest area. The tours are offered via independent tour operators. Optional tours are not official Symposium events. Contact the tour operators directly for registration and payment. Please refer to the tour operators' policy regarding cancellation. For more information on Seattle visit <https://visitseattle.org/>. Also, the Westin Seattle Concierge Ted Milanio is very knowledgeable, stands ready to assist, and can be reached at [Ted.Milanio@Westin.com](mailto:Ted.Milanio@Westin.com) or call the Westin Seattle at 206-728-1000 and request the concierge.

## Key Attractions, Museums & Activities:

**75th Annual Seafair Weekend:** Seafair Weekend is Seattle's premier boating event, air show and festival. This unofficial Puget Sound holiday event will be held August 2, 3 and 4 and will feature live music, food and beverage options and includes multiple days of hydroplane races on Lake Washington and an airshow featuring the Blue Angels and other squadrons. <https://www.seafair.org/sfw>

**Pike Place Market:** As the oldest continuously operating farmers market in the country, visiting Pike Place Market is a must to experience the market's visual splendor; variety of farm-fresh produce; abundance of flowers; variety of shops, restaurants and bars; the fly-fish performances; and people watching. We recommend two ways to experience the Market as noted below.

- **Savor Seattle Food Tours:** Rated by USA Today's 10 Best Food Tours in the U.S., Savor Seattle offers several "behind the scenes guided tours" of Pike Place Market, which includes tastings from several Market vendors, as well as historical highlights of the Market's rich history and culture. For more information, visit <https://www.savorseattletours.com/>. Note: These popular tours fill up quickly.
- **On Your Own:** Visiting Pike Place Market "on your own" is easy. Located .3 miles from the Westin Seattle, you can walk to Market in ~10 minutes or take a quick cab ride. Optimal time to visit is early morning. <https://www.pikeplacemarket.org/>

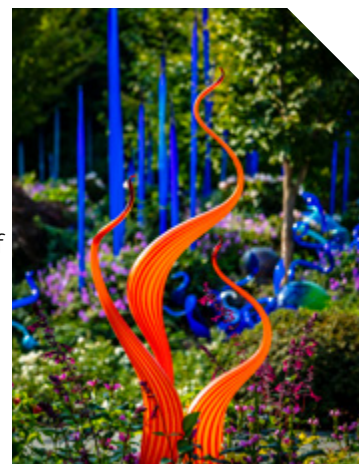


**Seattle Center Monorail:** Ride the iconic Monorail to the famed Seattle Center. Located just steps from the Westin's front door, the Monorail quickly whisks you to the Seattle Center where several of Seattle's key attractions (noted below with \*) are located. Monorail fares are \$3pp each way and travel time is <5 minutes. <https://www.seattlemonorail.com/>



**\*Space Needle:** As the focal point of the Seattle Center, the world-famous Space Needle was built as a cultural centerpiece for the 1962 "The Age of Space" World's Fair. A quick elevator ride to the Space Needle's observation tower offers unparalleled views of Seattle's skyline, the Puget Sound and other surrounding bodies of water, and several mountain ranges. As one of the most photographed and recognized structures in the world, visiting the iconic Space Needle is a must. <https://www.spaceneedle.com/>

**\*Chihuly Garden & Glass:** Washington State glassblower Dale Chihuly is world-renowned for elevating the development of glass as a fine art. His beautiful creative bodies of work are featured in over 200 museums and include numerous international series. <https://www.chihulygardenandglass.com/>



**\*MoPop:** Seattle's Museum of Pop Culture (MoPop) is a tribute to contemporary popular culture. Originally named the Experience Music Project (EMP), the museum's unique exhibits now include music, science fiction, horror cinema, video games, the art of fantasy, and costumes from screen and stage. Special exhibits feature Seattle musician Jimi Hendrix and the band Nirvana. <https://www.mopop.org/>

**Seattle Aquarium Ocean Pavilion:** Located on Seattle's downtown waterfront, The Seattle Aquarium is the 9th largest aquarium in the U.S., offering hands-on marine experiences to learn about the Puget Sound and the ocean. <https://www.seattleaquarium.org/>



## Day Trips & Activities

**Woodinville Wine Country:** Located just 30 minutes from downtown Seattle, Woodinville boasts more “90+ rated vintages” than any wine region in the world. Featuring four winemaking districts, visitors can experience sip offerings from more than 100 different Washington State wineries. Be sure to visit the stately grounds of Washington State favorite Chateau St. Michelle. <https://woodinvillewinecountry.com/>



**Bainbridge Island:** Live like the locals by sailing across the Puget Sound to visit this charming island. Catch the ferry from the Seattle Ferry Terminal, located in downtown Seattle. During the 35-minute ferry ride, you'll experience the Puget Sound, taking in views of Mount Rainier and the Seattle skyline. Upon arrival at Bainbridge, the island's main street is a ~10-minute walk, where you can spend the afternoon visiting restaurants, galleries and boutiques. Plan your trip with the [ferry sailing schedule](#).

**Whale Watching:** The Puget Sound is home to a variety of whales year-round, as well as Orcas traveling through the San Juan Islands during the summer months. Whale watching water excursions are your best bet for spotting these magnificent creatures. <https://visitseattle.org/things-to-do/outdoors/seattle-whale-watching-101/>



**Hiking:** Outdoor enthusiasts can choose a variety of hiking and outdoor experiences, including trails located in Seattle's downtown parks or area mountain ranges. <https://visitseattle.org/seattle-localist/play/scenic-hikes/>

**Argosy Cruises:** With the Puget Sound calling, plan to spend some time on the water. Argosy Cruises offers a variety of narrated sightseeing cruises to enhance your Seattle water excursion while learning the unique history of the city and its neighborhoods. Be sure to check out the “Locks” cruise to take a one-way trip through the Ballard Locks. <https://www.argosycruises.com/>

**Seattle Mariners MLB:** Sports enthusiasts can cheer on Seattle's hometown Mariners, scheduled for home play August 2-4 (vs. Phillies) and August 6-8 (vs. Tigers). Located in downtown Seattle, T-Mobile Park offers a state-of-the-art stadium with retractable roof, a wide variety of food options, and a bustling scene. <https://www.mlb.com/mariners>



### Insider Tips:

**Seattle City Pass:** This pass offers discounts for several of Seattle's key attractions, including the Space Needle. <https://www.citypass.com/seattle>

**Destination Fee at Marriott:** The Westin Seattle offers an optional destination fee for \$25/day that includes a daily Uber credit, a daily Westin food and beverage credit and more. Guests have the opportunity to opt in upon check-in.

**Dining:** One of the best foodie cities in America, the Seattle food scene offers a broad range of dining experiences, ranging from casual to James Beard award winning restaurants. <https://visitseattle.org/food-drink/restaurants/>

**Food Tours:** To experience a variety of guided food tours, visit <https://visitseattle.org/food-drink/food-tours/>

# Symposium Social Events

**SATURDAY, AUGUST 3, 6:00PM**

## *Meet & Greet Reception*

**The Grand Ballroom, 4th Floor**

This one-hour reception will provide the perfect opportunity to meet colleagues before venturing to your dinner plans. Light hors d'oeuvres and refreshments will be served. Business casual attire is recommended. Advance dining reservations are highly recommended.

**SUNDAY, AUGUST 4, 8:00AM**

## *ASA Golf Tournament – Optional*

**The Golf Club at Redmond Ridge**

Reserve your spot to play in the ASA Golf Tournament at the Golf Club at Redmond Ridge. The motorcoach will depart the Westin Seattle's 6th Avenue entrance at 6:15AM. All players should check-in at the golf course by 7:15AM for the 8:00AM shotgun start. A continental breakfast will be available at 6:45AM. Located just 20 miles from Seattle, golf architect Gary Panks designed this course to take full advantage of Redmond's watershed. This lovely course offers a network of native forests and preserved wetlands, as well as spectacular views of the Cascade Mountains. The course also offers a driving range and a practice putting green. Tournament play will again be the popular scramble format where all members of the foursome play the "best ball." Prizes including low net score foursome, low gross score foursome, closest to the pin, and longest drive, will be announced during the awards luncheon which will be held at the Clubhouse immediately following the tournament. Please register for this optional event with ASA when completing your online registration form. Note: A limited number of rental golf clubs are available. Please reserve your set a.s.a.p.

**SUNDAY, AUGUST 4, 7:00PM**

## *Welcome Reception Gala*

**Fifth Avenue room, 4th Floor**

During this elegant reception, refreshments and a dinner hors d'oeuvres buffet will be served. Recommended attire includes dressy resort wear for women and a blazer, golf shirt and slacks for men.

**MONDAY, AUGUST 5, 9:00AM – 3:00PM**

## *Spouse Tour - Sensational Seattle*

Get ready to experience Sensational Seattle. Meet at the Westin Seattle's 6th Avenue entrance at 9:15AM.



From there, you'll be escorted for a short walk (~2 blocks) to catch the Monorail where you'll travel above the city for a quick ride to the Seattle Center. There, you'll have the opportunity to fully experience two of Seattle's iconic features. Travel to observation deck of the Space Needle to experience spectacular views of the Seattle skyline and surround bodies of water, and learn the unique history of this architectural icon. The visit will then venture to the Chihuly Glass and Garden Museum to view this unique art exhibit by Seattle hometown favorite Dale Chihuly. This perfect day will also include a special luncheon. Return to the hotel is estimated around 3:00PM. Recommended attire includes a layering of clothing and comfortable walking shoes. To ensure adequate accommodations, please confirm your attendance during the online registration process.

**MONDAY, AUGUST 5**

## *Dinner On Your Own*

Symposium attendees have a free evening to dine with family, friends and colleagues. No official Symposium function is planned. Seattle offers a selection of dining options ranging from gourmet to casual. Advance dining reservations are highly recommended. <https://visitseattle.org/food-drink/restaurants/>

**TUESDAY, AUGUST 6, 6:00PM- 10:00PM**

## *Dinner Event - Pacific Northwest Experience*

**The Grand Ballroom, 4th Floor**

This finale event will feature several culinary and cultural experiences unique to the Pacific Northwest. This lovely evening will start with a cocktail reception, followed by a special dinner, dancing and fun for the entire family. Your culinary journey will feature several Northwest specialties including Washington State wines, farm-to-table cuisine and seafood. The themed decor, musical entertainment, activities, and more will make for an evening of dancing and fun in the company of your colleagues.

# Registration Information

**Register Now:** To register, visit <https://sugaralliance.org/symposium> for a link to the Symposium registration system. To be considered registered, fees must be paid in full during the online registration process.

## Participant Registration

\$1,075 (by June 26)

\$1,175 (after June 26)

The participant registration includes attendance at the Symposium business sessions, as well as the evening social events. To receive the discount, registration must be completed and paid in full no later than June 26.

## Spouse Registration

\$425

The spouse registration fee includes attendance at: the Monday spouse tour event; the Saturday and Sunday evening receptions; the Monday and Tuesday breakfasts; and the Tuesday dinner event as outlined in the program. Please note the Monday and Tuesday business luncheons are limited to participants only due to limited space. Spouses must be registered to attend any of the Symposium functions. Events cannot be sold separately, and tickets are not transferrable.

## Child Registration

Ages under 12: Complimentary

Ages 12-20: \$200

Ages 21 & older: \$300

The child registration fee includes the evening events (Saturday reception, Sunday reception and Tuesday dinner event). Children must be registered to attend the Symposium evening functions. Events cannot be sold separately, and tickets are not transferable.

For an additional fee, children ages 12+ may register for the Spouse Tour that will be held on Monday, August 5.

## Golf Registration (optional)

\$200

ASA Golf Tournament will be held Sunday, August 4 at The Golf Club at Redmond Ridge, located 20 miles from the Westin. This 8:00AM shotgun start tournament will be a best ball format, and includes a continental breakfast and awards luncheon.

## Golf Club Rentals

\$70 per set

Need rental golf clubs for the ASA Golf Tournament? We have a limited number of rentals available so please reserve your rentals now and we'll have them preloaded on your cart the day of the tournament. Since rental sets are limited and must be delivered to the Golf Club at Redmond Ridge, please reserve by July 15.

**Cancellation Policy:** Cancellation of any registration type received by July 10 is fully refundable. Cancellations received July 11-21, will receive a 50% refund. No refunds will be issued after July 22. All cancellations must be received in writing.



## Statement of Purpose

The American Sugar Alliance is a national coalition of sugarbeet and sugarcane producers, including sugar farmers, sugar processors, sugar refiners, sugar suppliers, sugar workers and others dedicated to preserving a strong U.S. sugar industry. The ASA annually sponsors the International Sweetener Symposium to provide a timely and provocative forum on issues affecting the sweetener industry.

## ASA Executive Committee

**Cassie Bladow**, ASA Chair; President & CEO, U.S. Beet Sugar Association

**Jack Pettus**, ASA Vice Chair; Vice President of Government Relations, American Sugar Cane League

**Luther Markwart**, ASA Secretary/Treasurer; Executive Vice President & CEO, American Sugarbeet Growers Association

**Ryan Weston**, Chief Executive Officer, Florida Sugar Cane League; Washington Representative, Rio Grande Valley Sugar Growers

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