



# SOUTHERN SEED ASSOCIATION

*Promoting and Protecting the Seed Industry*

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October 19, 2017

Dear SSA Members and Guests,

It's Convention time again! We are pleased to invite you to the 99th Annual Convention of the Southern Seed Association, January 13-16, 2018 in the festive city of New Orleans. The historic Hotel Monteleone, in the heart of the French Quarter, will be the luxurious setting for our annual gathering for important business and industry networking. We will enjoy great fellowship, jazz music, golfing, shopping, and some of the finest dining in the world!

We will get to hear a great line-up of knowledgeable speakers during the business sessions, and enjoy a wide variety of activities during the weekend. We will begin Saturday evening with our 2nd annual SSA Tailgate Party. Pack your favorite college or pro team jersey, and come prepared to kick off the weekend with great fun while showing your team spirit!

We will have our devotional service on Sunday morning at the hotel before the golfers head out to the course, and there will also be a morning activity for the ladies as well. Sunday afternoon will bring time for R & R, sightseeing, and shopping in the French Quarter. Sunday evening we will enjoy an outstanding entertainment venue in the French Quarter for everyone!

Monday will begin our business meetings with great speakers on topics which are important to our seed industry, as well as opportunities for networking and business discussions. There will be a first-class Ladies' Program during the day with transportation provided to and from. We will conclude Monday with our President's reception and banquet, along with the \$5,000 drawdown for the SSA scholarship funds for deserving students.

Please mark your calendar now, and plan on having the time of your life in the Big Easy! Details and an agenda will be forthcoming. Make your reservations now by calling 504-523-3341 or visit the hotel website link found on the SSA website, [www.southernseed.net](http://www.southernseed.net). Rooms are \$199 per night for a standard double or king.

Elizabeth, Clare, Madison, Emily and I are looking forward to seeing you in New Orleans as we celebrate 99 years of SSA! If you have any questions, please feel free to contact Richard or myself. See you in New Orleans!

Hugh Beckham

SSA President

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