



 AgSafe

# ACTIVATE25

*Annual Conference*

## REGISTRATION BROCHURE

2.25.2025 - 2.27.2025  
Monterey, CA



A CONFERENCE AND NETWORKING EVENT DESIGNED TO ADVANCE SAFETY, HUMAN RESOURCES, AND LEADERSHIP IN THE AGRICULTURAL INDUSTRY.

Sustainer Sponsor:



# KEYNOTE PRESENTATION

## Unlocking Potential: Empowering Teams for Peak Performance February 26, 2025 | 7:45 AM - 9:15 AM | Regency Main

Timothy "Hoolie" Reynolds, Co-Founder/VP of Operations, Spartan Training & Performance  
Michael "Tung" Peterson, Co-Founder/VP of Innovation, Spartan Training & Performance

Hoolie and Tung will lead a dynamic presentation on the principles of Human and Organization Performance (HOP).

Spartan recognizes the common gap between how work is planned and how it's actually done. HOP goes beyond traditional compliance and risk prevention, focusing on empowering individuals, fostering a culture of continuous learning, and building resilience by strengthening the connections among team members.



LEARN MORE ABOUT SPARTAN AT  
[SPARTANTP.COM](http://SPARTANTP.COM)



NEW

## BAYER EXECUTIVE TRACK

In today's rapidly evolving local and global marketplace, a wide range of forces are shaping the future of food production. To thrive as a business leader, it's essential to have a comprehensive understanding of these complex issues. The Bayer Executive Track offers cutting-edge insights and meaningful dialogue, placing you at the forefront of the challenges and opportunities facing the industry today. Don't miss this opportunity to stay ahead of the curve!

Participants will receive full access to ACTIVATE25 with an exclusive experience on Wednesday including an interactive experience with our Keynote Speakers.

Price: \$1,200  
*Space is Limited*



## PLENARY SESSION



### Cultivating Trust:

### The Value of Psychological Safety in Agricultural Operations

Thursday, February 27 | 8:00 AM - 9:15 AM | Regency Main

Jose Perez, Senior Director, Environmental Health & Safety, The Wonderful Company

Creating a workplace where every employee feels valued and empowered to contribute their ideas remains essential in agriculture. According to the Department of Labor, "Farmworkers are at high risk for fatalities and injuries." The challenge we all face is: how do we change this? This session will explore the role of psychological safety in the workplace and its impact on our operations. The dialogue will highlight how psychological safety contributes to developing a safer, more efficient, and adaptable workplace.

\*Presented in Spanish | Simultaneous interpretation available

For registration and more information please visit [www.agsafe.org/activate25](http://www.agsafe.org/activate25)

the  
Wonderful  
company™

# CONFERENCE SESSIONS

## WEDNESDAY: FEBRUARY 26, 2025

11:00 AM - 12:00 PM 9:45 AM - 10:45 AM

Regulatory Compliance	Safety	Human Resources	Industry Issues
<i>Regency Main</i>	<i>Regency 1</i>	<i>Regency 2</i>	<i>Regency 3</i>
<b>Welcome &amp; Keynote (Regency Main) 7:45 AM - 9:15 AM</b>			
<b>Insights From Cal/OSHA</b> Cal/OSHA Chief Lee invited	<b>Dust Control Strategies: Protecting Health &amp; Harvests</b> Michael Roots <i>Almond Board of CA</i>	<b>Health &amp; Wellness</b> ✓	<b>Workers' Comp &amp; Care</b>
<b>2025 Outlook From the U.S. DOL</b> Ruben Rosalez Administrator Looman invited	<b>Fleet Safety: Inspection Drill</b> Officer Celia Capulin <i>CA Highway Patrol</i>	<b>Workers' Comp Essentials: Releases &amp; Resignations</b> Julio Martinez <i>Gibson Daub</i>	<b>PAGA Saga</b> Catherine Houlihan <i>Barsamian &amp; Moody</i>
<b>LUNCH (Regency Main) 12:00 PM - 1:15 PM</b>			
<b>Robotics &amp; Autonomous Equipment Demo (Tennis Court Lot)</b>			
<b>Labor Commissioner &amp; Department Panel</b> Commissioner <i>García-Brower</i> <i>Melinda Davis</i> CA Labor Commissioner's Office invited	<b>Workplace Violence Prevention Plan</b> <i>State Compensation Insurance Fund</i>	<b>Navigating Grief &amp; Loss at Work</b> Julie Martella <i>Grief Wise Solutions</i>	<b>Wage &amp; Hour Compliance Issues</b> Erica Rosasco <i>Rosasco Law Group</i> ✓
<b>Lessons From a Former EEOC Commissioner</b> Keith Sonderling invited	<b>Wired for Electrical Safety</b> Heath Taylor <i>The Wonderful Company</i>	<b>Employee Separation Checklist</b> Anais Mora <i>Patane, Gumberg, Avila, LLP</i> ✓	<b>Pesticide Spills: Contain, Control, &amp; Comply</b> Marianna Castiaux <i>UC Cooperative Extension</i>

1:15 PM - 2:30 PM 3:00 PM - 4:15 PM

## THURSDAY: FEBRUARY 27, 2025

10:45 AM - 11:45 AM 9:30 AM - 10:30 AM

Regulatory Compliance	Safety	Human Resources	Industry Issues
<i>Regency Main</i>	<i>Regency 1</i>	<i>Regency 2</i>	<i>Regency 3</i>
<b>Indoor Heat Compliance</b> 7:00 AM - 7:45 AM	<b>Ergonomics</b> 7:00 AM - 7:45 AM	<b>8 1/2 Tips for Managers</b> 7:00 AM - 7:45 AM	<b>Wearable Technology</b> 7:00 AM - 7:45 AM
<b>Annual Meeting &amp; Plenary Session (Regency Main) 8:00 AM - 9:15 AM</b>			
U.S. Surgeon General Vice Admiral Murthy invited	<b>Harvest Safety Strategies: Planning and Communication</b> <i>The Wonderful Company</i>	<b>Navigating Employee Concerns with Confidence</b> Tina Huff ✓ <i>Accelerari Consulting, LLC</i>	<b>Employer Alerts for 2025</b> Lisa Price <i>The Price Firm</i>
<b>CA Office of Emergency Services</b> invited	<b>Serious Incident Fatality Prevention</b> <i>National Safety Council</i> invited	<b>Impactful Leadership</b> Mayra Hernandez <i>Mayra Hernandez Coaching</i> ✓	<b>Technology</b>
<b>LUNCH (Regency Main) 11:45 AM - 12:45 PM</b>			
<b>Robotics &amp; Autonomous Equipment Demo (Tennis Court Lot)</b>			
<b>Insiders' Edge: Upcoming Laws &amp; Legislation</b> Facilitated by: Amy Wolfe <i>Mujeres Poderosas</i>	<b>Field Ready! Build Your Emergency Actions Plans</b> Erick Hernandez <i>Napa County Fire Marshal's Office</i>	<b>AI Autonomy &amp; Innovation: Your Feedback, Our Future</b> <i>BlueWhite Robotics</i>	<b>Surviving the Insurance Squeeze</b> James Parker IV Alethea Leandro-Farr James G. Parker <i>Insurance Associates</i>
<b>DPR/EPA/Ag Commissioner Panel</b> invited	<b>Lone Worker Safety Strategies</b> Ashli Sturgil <i>Zenith Insurance Company</i>	<b>Ag Union Developments &amp; Outlook</b> Raul Calvo <i>Employer Services</i>	<b>AI in HR &amp; Safety: Insights Over Blind Trust</b>

1:00 PM - 2:00 PM 2:15 PM - 3:15 PM

✓ SHRM

DPR Credits

**MIÉRCOLES: FEBRERO 26, 2025**

11:00 AM - 12:00 PM 9:45 AM - 10:45 AM

1:15 PM - 2:30 PM

3:00 PM - 4:15 PM

Seguridad y Recursos Humanos <i>Safety &amp; Human Resources</i>	Cumplimiento Legal y Normativo <i>Legal &amp; Regulatory Compliance</i>
Regency 5	Regency 6
<b>*Bienvenidos &amp; Presentación</b>	
<b>Plan de Prevención de la Violencia en el Trabajo</b> <i>Workplace Violence Prevention Plan</i> <i>State Compensation Insurance Fund</i> ✓	<b>Papel del supervisor en el cumplimiento de los recursos humanos</b> <i>Supervisor's Role in HR Compliance</i> Anaís Mora ✓ <i>Patane, Gumberg, Avalia LLP</i>
<b>Cómo abordar las preocupaciones de los empleados con confianza</b> <i>Navigating Employee Concerns with Confidence</i> Tina Huff ✓ <i>Accelerari Consulting, LLC</i>	<b>¿Qué harías?</b> <i>What Would You Do?</i> Angelina Ceja <i>AgSafe</i>
<b>ALMUERZO</b>	
<b>Salud y bienestar</b> <i>Health &amp; Wellness</i> ✓	<b>Seguridad de la flota: simulacro de inspección</b> <i>Fleet Safety: Inspection Drill</i> Officer Celia Capulin <i>CA Highway Patrol</i>
<b>¡Prepárate para el trabajo en el campo! Desarrolle planes de acción de emergencia</b> <i>Field Ready! Build Your Emergency Actions Plans</i> Eric Hernandez <i>Napa County Fire Marshal's Office</i>	<b>Las 10 principales infracciones relacionadas con pesticidas</b> <i>Top 10 Pesticide Violations</i> CA Department of Pesticide Regulation <i>Regulation invited</i>

**JUEVES: FEBRERO 27, 2025**

10:45 AM - 11:45 AM 9:30 AM - 10:30 AM

1:00 PM - 2:00 PM

2:15 PM - 3:15 PM

Seguridad y Recursos Humanos <i>Safety &amp; Human Resources</i>	Cumplimiento Legal y Normativo <i>Legal &amp; Regulatory Compliance</i>
Regency 5	Regency 6
<b>Liderazgo impactante</b> 7:00 AM - 7:45 AM	<b>Requisitos para el Calor en Interiores</b> 7:00 AM - 7:45 AM
<b>Junta Anual y Sesión plenaria</b>	
<b>Estrategias de seguridad para trabajadores solitarios</b> <i>Lone Worker Safety Strategies</i> Isabel Bravo <i>Zenith Insurance Company</i>	<b>Señal de alarma (advertencias de bandera roja)</b> <i>Red Flag Warnings</i> U.S. Department of Labor
<b>Sospecha razonable</b> <i>Reasonable Suspicion</i> Gerardo Hernandez <i>Littler Mendelson P.C.</i> ✓	<b>Temas de cumplimiento de salarios y horas</b> <i>Wage &amp; Hour Compliance Issues</i> Julio Martinez <i>Gilson Daub</i> ✓
<b>ALMUERZO</b>	
<b>Liderazgo efectivo</b> <i>Effective Leadership</i> Raul Calvo <i>Employer Services</i> ✓	<b>Perspectivas sobre la investigación de accidentes</b> <i>Insights on Accident Investigation</i> Cal/OSHA <i>invited</i>
<b>Derrames de pesticidas: contener, controlar, cumplir</b> <i>Pesticide Spills: Contain, Control, &amp; Comply</i> Marianna Castiaux <i>UC Cooperative Extension</i>	

**SUPPLEMENTAL SEMINARS**

February 25, 2025

**FLC Continuing Education**

AgSafe Member \$350  
Non-Member \$400

\*available in English and Spanish  
\*limited to 30 participants in each language

**Tractor Safety Train-the-Trainer**

AgSafe Member \$650  
Non-Member \$800

\*available in English and Spanish  
\*limited to 20 participants in each language

**Pesticide Handler Train-the-Trainer**

AgSafe Member \$500  
Non-Member \$600

\*available in English and Spanish  
\*limited to 25 participants in each language

**\*\*Please note that Supplemental Seminars are not a part of the conference registration and must be purchased at an additional cost\*\***

\*Pre-registration is required. Limited space available.

**PREMIUM TRACKS**

February 26-27, 2025

**California Human Resources Certificate Program**

AgSafe Member \$1,000  
Non-Member \$1,150

\*English Only | Limited to 40 Participants

**California Agricultural Safety Certificate Program**

AgSafe Member \$1,000  
Non-Member \$1,150

\*English & Spanish | Limited to 40 participants in each

**\*\*Please Note: Premium Track courses are two-day courses. You must attend the entire course to receive a certificate of completion. All conference morning and evening events are included with this registration.\*\***

**ROBOTICS & AUTONOMOUS EQUIPMENT DEMO**

**Demostración de robótica y equipos autónomos**

Wednesday and Thursday During the Lunch Hour | Tennis Court Lot

Get ready for an exciting immersive experience at ACTIVATE25! This year, AgSafe is hosting a Robotics & Autonomous Equipment Demo, don't miss your chance to see the latest in ag tech in action. Boxed lunches will be provided to attendees (limited to 100), come hungry for both innovation and a great meal!

¡Prepárese para una emocionante experiencia práctica en ACTIVATE25! Este año, AgSafe estará presentando una demostración de equipos autónomos, no pierda la oportunidad de ver lo último en tecnología agrícola en acción. Se proporcionarán almuerzos en caja a los participantes (para los primeros 100 participantes), ¡así que venga con hambre de innovación y de una buena comida!



# ACTIVATE25 PRICING GUIDE

AND IMPORTANT DATES

<b>EARLY</b> OCT 1 - NOV 22	<b>REGULAR</b> NOV 23 - FEB 5	<b>LATE/ONSITE</b> FEB 6 - FEB 26*
AgSafe Member <b>\$950</b> Group (3+ Members) <b>\$875</b> Non-Member <b>\$1,100</b>	AgSafe Member <b>\$975</b> Group (3+ Members) <b>\$925</b> Non-Member <b>\$1,250</b>	AgSafe Member <b>\$1,100</b> Non-Member <b>\$1,375</b> <small>*This excludes registration for supplemental seminars and premium tracks.</small>

For registration and more information please visit [www.agsafe.org/activate25](http://www.agsafe.org/activate25)  
[safeinfo@agsafe.org](mailto:safeinfo@agsafe.org) | 209-526-4400

## ACCOMMODATIONS

**Hyatt Regency Monterey Hotel and Spa**  
**1 Old Golf Course Rd, Monterey, CA 93940**

\$255/standard overnight room rate (does not include taxes and service fees)  
To book please visit [www.agsafe.org/activate25](http://www.agsafe.org/activate25)

## ALLWAYS SAFE AGRICULTURAL SAFETY AWARD

Nominations are due January 10, 2025

To make a nomination visit:

<https://agsafe.org/about-us/allways-safe-award/>



## WEDNESDAY NIGHT CELEBRATION DINNER

February 26, 2025 6:00 PM - 10:00 PM

Join us on Wednesday evening for the Celebration Dinner at ACTIVATE25! Enjoy a cocktail reception and dinner while recognizing the 2025 Allways Safe award winners and the 2024 AgSafe Certificate Program Graduates.

Please note, admission is included with all regular conference registrations, premium and Bayer Executive track registrations.

## PRE-CONFERENCE GOLF SCRAMBLE

**February 25, 2025**

Registration: 8:00 AM – 9:00 AM

Shot Gun Start: 9:00 AM

Cost: \$250/player | \$875 per foursome

Join us for a fun day at the historic Old Del Monte Golf Course for the AgSafe Golf Scramble!

This scramble is not just about golf—it's a chance to connect with others in the industry and support a great cause. All funds raised will go directly to the AgSafe Education Center, helping ensure that cost is never a barrier for anyone to attend our vital trainings. Don't miss out on this unique opportunity to play on a beautiful, historic course while making a difference in the community!



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