



California

A STATE OF
FLORAL INNOVATION

NON-MEMBERS
WELCOME
TO ATTEND

FUN 'N SUN

JULY 24-27, 2019

**HILTON SANTA BARBARA
BEACHFRONT RESORT**

CAL  FLOWERS™

California Association of
Flower Growers & Shippers

REGISTER EARLY & SAVE
www.cafgs.org/fns

Welcome to Fun 'N Sun

You don't have to be a CalFlowers member to attend and enjoy Fun 'N Sun, a floral convention unlike any other.

Fun 'N Sun offers valuable education sessions, a flower fair, multiple networking opportunities—including a golf tournament—and an event no other convention provides: California farm tours that include meeting the growers.

Visit: www.cafgs.org/fns today to learn more and register.



About CalFlowers

CalFlowers is the leading floral trade association in California, serving growers and the entire supply chain in the state and in 47 other states across the U.S. CalFlowers was founded in 1941 by a small group of flower shipping companies to foster the success of the California floral industry. Today CalFlowers membership is 700+ strong.

CalFlowers Means Business

CalFlowers' mission is clear: To strengthen member businesses, provide industry leadership, and foster fresh flower sales and enjoyment through research, education, logistical support, and promotion.

Join CalFlowers

Your business doesn't have to be based in California to join and enjoy most of the benefits CalFlowers offers.

Our membership includes and is available to:

- Growers
- Wholesale Florists
- Retail Florists
- Studio Florists
- Wedding and Event Planners

Our membership levels include Floral, Ag Buddy, and Associate members.



Join CalFlowers and ship flowers more quickly and affordably

Exclusive Member Discounts

- Up to 70% off FedEx Priority Overnight® & FedEx Standard Overnight® services
- Up to 34% off FedEx Ground® services
- More than 70% off standard GSO shipping rates
- More than 70% off standard OnTrac shipping rates



Wednesday, July 24

Golf Tournament Coffee Bar & To-Go Breakfast

Grand Ballroom Foyer

5:30 a.m. – 7:00 a.m.

(Golf Tournament Attendees Only)

Fun 'N Sun Golf Tournament

Sandpiper Golf Course (Optional Event)

7:00 a.m. – 3:00 p.m. (9 a.m. Shotgun Start)

Buses will load in front of the Grand Ballroom entrance and leave at 7:00 a.m. sharp.

Optional Event: \$235 per player

INCLUDES to-go breakfast and coffee bar before boarding the bus, green fees & tax, driving range, golf cart, lunch at the golf course and shuttle service to and from the course.

Shirts with collars, mock turtle necks and appropriate shorts or bottoms are required. No denim is allowed on the course by players or volunteers.

Register for Golf

www.cafgs.org/fns2019-golf-register

Sand Piper Golf Course

An inspiring combination of challenge and beauty as championship golf brings you to the edge of the Pacific Ocean. With breathtaking ocean and mountain views from every hole, Sandpiper is truly a memorable experience.

The championship golf course at Sandpiper has been rated by Golf Digest in the top twenty-five public golf courses in the country. It was designed by William F. Bell and opened in 1972 featuring beautiful rolling fairways and challenging greens in a seaside links style layout. Sandpiper's dynamic design attracts players of all skill levels including players of the highest caliber. Sandpiper combines traditional championship golf and spectacular

surroundings to provide our guests with something much more than a round of golf.

Golf Tournament Sponsors

Continental Floral Greens	Hole #1
Dramm Echter Farms	Hole #2
Mayesh Wholesale Florist Inc.	Hole #3
Harbor Packaging	Hole #7
Ocean Breeze International	Hole #9
Hawaiian Air Cargo	Hole #10
Mayesh Wholesale Florist Inc.	Hole #12
Florabundance, Inc.	Hole #13
DV Flora	Hole #14
Holland America Flowers LLC	Hole #17
Golden State Flower Brokers	Hole #18
Kitayama Bros Inc.	Closest to the Pin #1
Mayesh Wholesale Florist Inc.	Closest to the Pin #2
Florabundance, Inc.	Closest to the Pin #3
GSO	Longest Drive

Registration

Santa Barbara Ballroom Foyer

2:00 p.m. – 7:00 p.m.

Hotel Room Key Sponsor	Ocean View Flowers
Fun 'N Sun Tote Bag Sponsor	Ocean View Flowers
Official Ribbon Sponsor	Offray
Official Transportation Carrier for Fun 'N Sun	Armellini Logistics
Official Procurement Sponsor	Armellini Logistics
Official Airline Ticket Raffle Sponsor	Alaska Air Cargo

Official Hardgoods Sponsors

Accent Décor	Oasis Floral and Floralive,
Design Master	a division of Smithers-Oasis
Floral Supply Syndicate	Company
Smithers-Oasis	

Wednesday, July 24 *(continued)*

Fun 'N Sun Floral Display

Grand Ballroom Foyer

Wednesday, July 24 at 5:30 p.m. – Saturday, July 27 at 12:00 p.m.

Witness the splendor of these floral masterpieces as you stroll through the Fun 'N Sun Floral Display. Enjoy the spectacular floral arrangements that will fill the Grand Ballroom Foyer, offering a taste of the amazing varieties and quality that only CalFlowers members can offer.

Flower Food Sponsor

Oasis Floral and Floralife, a division of Smithers-Oasis Company

Fun 'N Sun Floral Display Sponsors

Gold

Ball
California Flower Shippers
Floral Computer Systems
Hawaiian Air Cargo
Kendall Farms
Kitayama Bros Inc.
Komet Sales
Society of American Florists

Silver

GSO
Holland America Flowers LLC
Myriad Flowers International Inc.
The Hiawatha Corporation

Bronze

Alaska Beauty Peony
Cooperative

Welcome Reception Cocktail Party

Grand Ballroom Foyer

5:30 p.m. – 7:00 p.m.

The Welcome Reception is the perfect opportunity to network with colleagues while surrounded by thousands of beautiful and unusual blooms. Come enjoy a cocktail and hors d'oeuvres while strolling through the Fun 'N Sun Floral Display before heading to the "Fiesta", A Celebration of Flowers.

Welcome Reception & Dinner Bar Sponsor

Komet Sales
Mayesh Wholesale Florist Inc.



"Fiesta" A Celebration of Flowers

Plaza Del Sol

7:00 p.m. – 10:00 p.m.

Hold on to your sombrero and Bienvenido! to our "Fiesta", A Celebration of Flowers. Enjoy an evening filled with culture, music, and dance along with colorful, amazing floral arrangements and flavorful foods. Margaritas will be flowing outside in the Plaza Del Sol! Dress in your favorite casual California attire, and celebrate flowers with us as we kick off Fun 'N Sun in grande fiesta style.

Thursday, July 25

Registration

Santa Barbara Ballroom Foyer

6:00 a.m. – 7:30 a.m.

Grower Tour Coffee Bar & To-Go Breakfast

Grand Ballroom Foyer

6:00 a.m. – 7:30 a.m.

(Grower Tour Attendees Only)

Coffee Bar Sponsor

Flamingo Holland

Grower Tour (Optional Event)

7:00 a.m. – 3:30 p.m.

Begin boarding buses at 7:00 a.m. for departure time of 7:30 a.m. sharp. Buses will load in front of the Grand Ballroom entrance.

Optional Event: \$50 per person, pre-registration required

INCLUDES to-go breakfast, coffee, and lunch at Joseph & Sons Inc.

After sipping a cup of coffee, tour attendees will load the buses in front of the Grand Ballroom and head off to visit three of the best-known growing facilities. Each attendee will receive a box breakfast before boarding the bus.

Grower Tour Sponsors

Joseph & Sons Inc.
The Sun Valley Group
Westerlay Orchids LP

Grower Tour Bus Sponsor

Priority 1 Floral International

Grower Tour Lunch Sponsor

Joseph & Sons Inc.

Visit Three Premiere California Flower Farms on the CalFlowers Fun 'N Sun Grower Tour

Joseph & Sons Inc.

Joseph & Sons Inc. is a family owned and operated business that provides the floral industry with year-round production of outstanding field flowers and hoop house-grown novelties. They grow mainstays like Stock, Larkspur, Snapdragons, Delphinium and more. Their goal is to ship quality grown flowers to you from their three locations and giving the best in customer service. Welcome to the Joseph & Sons family!



A Mexican style buffet lunch will be provided.

Grower Tour Lunch Sponsor
Joseph & Sons Inc.



The Sun Valley Group

Sun Valley is committed to creating an exceptional floral experience for their customers. Their purpose is to achieve an unwavering dedication to quality, year-round availability and unparalleled customer service. This year they are pleased to welcome the Fun 'N Sun Flower Farm Tour to their Oxnard facility. Come check out new varieties that they are growing, chat with Lane DeVries, and learn more about Sun Valley's operations in Oxnard. Sun Valley is thrilled you are coming to visit and share in their passion for outstanding cut flowers and bouquets.



Westerlay Orchids LP

Westerlay Orchids is the premier grower of potted Phalaenopsis on the central coast of California. Established in 1978 as Westerlay Roses, they switched crops in 2003 and have been growing orchids with an eye to innovation and green growing practices ever since. Their operation is currently housed on 21 acres of greenhouses that produce over 2.5 million potted orchids annually. Westerlay Orchids continues to receive an "A" rating from the stringent MPS certification for their environmentally friendly growing practices.



Register today at www.cafgs.org/fns

Thursday, July 25 *(continued)*

Registration

Santa Barbara Ballroom Foyer
4:00 p.m. – 7:00 p.m.

Thursday Night Flower Fair Pre-Show Cocktail Party

Grand Ballroom
5:30 p.m. – 7:00 p.m.

Come enjoy a cocktail amongst the Flower Fair Exhibits. This is your chance to preview the many booths and tabletop exhibits while mingling with friends and associates in a relaxed casual environment.

Flower Fair Pre-Show Cocktail Party & Dinner Bar Sponsors

Dümmen Orange
Glad-A-Way Gardens Inc.
WAFEX USA, LLC



“A Magical Floral Mystery Tour”

Plaza Del Sol
7:00 p.m. – 10:00 p.m.

Take a walk down memory lane and flashback 50+ years to the Summer of Love, and, as The Mamas & the Papas sang, “be sure to wear flowers in your hair” – or elsewhere. Join us for a fun, flower power, peace, and love celebration! Sock it to us with your best BoHo Chic threads or dust off your beads, bell bottoms, and go-go boots for this outta sight scene. A righteous buffet dinner will be served, then hang loose for some far out grooves – it’s time to boogie! Can you dig it?

Dinner Sponsor
FedEx

Photo Booth Sponsor
Tutuli Flower Farms

DJ Sponsor
B-Fresh Floral

California State Floral Association Presents: Peace, Love and Happiness, a wearable floral art bar

Plaza Del Sol
7:00 p.m. – 9:00 p.m.

Presented by



california state floral association

The wearable floral art bar will feature flower child accessories such as daisies, chokers, head bands, arm bands and boutonnieres. These creative wearable floral art designs will enhance your 60’s look. Rock those bell bottoms, fringed vests and tie dye t-shirts and join us for an evening of fun and camaraderie!

Wearable Floral Art Bar Sponsor
Ball

Friday, July 26

Registration

Santa Barbara Ballroom Foyer
7:00 a.m. – 3:00 p.m.

Continental Breakfast

Plaza Del Sol
7:00 a.m. – 8:30 a.m.



Friday, July 26 *(continued)*

Education Sessions

1st Session 8:00 a.m. – 9:00 a.m.

2nd Session 9:15 a.m. – 10:15 a.m.

(Each session will repeat at 9:15 a.m. so you can attend two different sessions.)

Solving the Summer Slump - A Plan to Drive Sales Beyond Mother's Day

San Miguel/Santa Rosa Room

Presented by

Certified American Grown

Crystal Hedgpeth

*Sales Manager Floral, Safeway
NorCal Division*

Past Participant in American Grown
Flowers Merchandising Contest



John Burk

*Digital Marketing Manager,
DVFlora - First Certified*

American Grown Wholesaler
Past Participant in American Grown
Flowers Merchandising Contest



Kelly Shore

Petals by the Shore

Maryland based wedding & event floral
designer, Co-Creator of The Floral Field Trip,
2017 Certified American Grown Field to
Vase Dinner Designer, Lead Designer for
2017 and 2018 First Lady's Luncheon



Is your business too dependent on the success of Valentine's Day and Mother's Day sales? Is our industry too dependent on the spring season? Do you see sales slow down in July?

Learn how you can leverage Congress' recent declaration that July is "American Grown Flowers Month," and take advantage of this opportunity to grow your sales by featuring your Certified American Grown Flowers and Greens all month long. Learn how a simple merchandising contest in 2018 increased sales 17.5%. Get ideas on how one wholesaler created an online campaign for customers. Learn how you can plug into this national campaign to help grow your company's reputation for having the freshest, seasonal and sustainable flowers during a month when, "America's in Season."

Sponsor

Kitayama Bros Inc.

Register today at www.cafgs.org/fns

Federal Public Policy Issues Impacting the Floral Industry

Anacapa Room

Presented by

Shawn McBurney

*Senior Director
of Government
Relations, SAF*



The Society of American Florists promotes and defends the interests of the floral industry every day in the halls of Washington, DC.

The session will discuss public policy issues being considered

that impact the floral industry, with a special look into trends and issues impacting labor markets.

Sponsor

Farm Credit West

Focusing on the Future of the Floral Industry

Santa Cruz Room

Presented by

Dr. Terril A. Nell

AFE's Research Director



Keep up with the latest advances that contribute to improving flower quality and reducing losses at all levels of the supply chain.

During this session, AFE's Research Director, Dr. Terril Nell, will discuss new AFE research and special projects

underway that include the use of drones, UV lighting and other non-conventional methods aimed at controlling the spread of Botrytis and thrips. New projects that examine long-term storage and shipping will also be presented.

Learn how you can implement these new strategies, boost sales, and increase profits. You'll also hear about AFE's internships and scholarship programs, which are available to help you attract and retain top talent for your business. Don't miss it.

Friday, July 26 *(continued)*

Education Sessions

1st Session 8:00 a.m. – 9:00 a.m.

2nd Session 9:15 a.m. – 10:15 a.m.

(Each session will repeat at 9:15 a.m. so you can attend two different sessions.)

Innovative Dümmen Orange Cut Flower Program The Tulip Story Rodney's Steakhouse

Presented by

Foeke Gardenier
*General Manager of
Hobaho by Dümmen
Orange*



Dümmen Orange has grown from a family company to a family of companies with the goal of serving cut flower, potted plant, and succulent growers with innovative new varieties and products. With

such breakthroughs as developing the tissue culture method for the tulip, white rust resistance in the chrysanthemum, and Basewell, an innovative young plant propagation system, Dümmen Orange opens up new opportunities for growers.

In the presentation some developments in cut flowers segment will be explained with the focus on R&D activities in Tulips which are considered to be game changers. Shortening the juvenile phase, increasing the multiplication factor and introducing predictive breeding with marker technology, the production of Tulips will really change since the commercial culture started about 400 years ago.

Flower Trends for 2019

Reagan Room

Presented by

J Schwanke
The Flower Expert

Join flower industry expert J Schwanke for a review of flower, foliage and plant trends for 2019. J will discuss uBloom's Trend Synthesis for 2019, a framework he developed to identify emerging trends in the areas of Flowers, Foliage, Concepts, and Color Palettes. He will also introduce the Flower(s) of Year and the Foliage of the Year for 2019.

Attendees will receive a free link to download the complete six-page full color Trend Report during this program, courtesy of uBloom.com and CalFlowers.

About J Schwanke

J is a fourth generation florist, flower expert, flower content producer, and professional speaker, and is known throughout the flower industry and beyond. Schwanke is the host, creator and producer of the new public television (PBS) and Create TV series, *J Schwanke's Life in Bloom*. J is also the CEO of uBloom.com, the first online community for flower fans, created for both professionals and enthusiasts. J is also host and producer of the web broadcast flower design show, *Fun with Flowers*.



Flower Fair

Grand Ballroom

10:30 a.m. – 4:00 p.m.

If your business demands the finest and freshest products, then you'll want to plan on spending the day perusing the exhibits in the Fun 'N Sun Flower Fair, where you will meet growers, transportation carriers, and other suppliers. This is a fantastic opportunity to uncover the newest flower varieties available from CalFlowers members, and strengthen business relationships. Lunch and refreshments are provided for this event.

Flower Fair Bar Sponsor

Myriad Flowers International Inc.

Flower Fair Soft Drink Station Sponsor

Calmex Wholesale Growers & Shippers, Inc.
Fiorebella, Inc.

Flower Fair Buffet Lunch

Plaza Del Sol

12:00 p.m. – 1:30 p.m.

Flower Fair Lunch Bar Sponsor

Holland America Flowers LLC

Friday evening is free for you to meet up with customers to network and become reacquainted.

Saturday, July 27

Registration

Santa Barbara Ballroom Foyer
7:00 a.m. – 8:30 a.m.

Continental Breakfast

San Rafael Room
7:00 a.m. – 8:30 a.m.

The U.S. Floral Wholesale Business: Yesterday, Today and in the Future

Santa Ynez Room
8:30 a.m. – 11:00 a.m.

If your business is floral wholesaling, or you do business with a wholesale florist, you'll want to attend this highly informative and hands-on program approved by the Wholesale Florist & Floral Supplier Association (WF&FSA).

Session 1: US Floral Wholesalers: The Evolving Channel

We will take a high-level view of data and findings from recent WF&FSA member operating ratio studies and other industry data to present an update on trends about the floral wholesale channel in the U.S. This informative session will include a panel of progressive wholesalers from across the U.S. The panel will discuss current trends, future challenges, and approaching opportunities.

Presented by

Alan Tanouye,
Moderator

Director of Wholesale Channel for Global Floralife, and former President of WF&FSA

Tanouye is a former wholesaler himself, having worked in the Chicago area for a multi-location wholesaler.



Alan will be joined by panelists for a lively discussion.

Presentation and Panel: 60 minutes

Q & A: 30 minutes

Session 2: Do You Know the Impact of Dumping and Discounting on Your Gross Margins?

What is the impact on your margins when you dump 10% of your flowers? Sell 10% of your flowers at cost? Dump 5% and sell 5% at cost? It's not rocket science. Attend this hands-on workshop and learn to use a tool that will help you keep your margins healthy.

Presented by

Rob Shibata,
Moderator

President of Mt. Eden Floral Co., past President of WF&FSA, Chair of WF&FSA's Floral Distribution Task Force, and member of the Education Committee



Shibata is a third-generation former rose grower, now a wholesaler in California. Mt. Eden Floral Co. is in its 113th year of business.

Rob will be joined by panelists for a lively discussion.

Presentation: 15 minutes

Table discussions to learn the calculations: 45 minutes

Sponsor

San Francisco Flower Market



Register today at www.cafgs.org/fns

Convention Flowers and Hardgoods

We would like to thank Armellini Industries for providing floral transportation, procurement and storage services for the Fun 'N Sun Convention this year.



Flowers from the convention will be going to a great cause this year. As a special way of giving back to our community, Flower Empower and the Dream Foundation, with the help of several volunteers, will be making hundreds of beautiful bouquets to be delivered to local area hospitals. A special thank you for all their hard work.



A big thank you to Accent Décor, Design Master, Floral Supply Syndicate, Oasis Floral and Floralive, a division of Smithers-Oasis Company, Offray, Smithers-Oasis and Syndicate Sales for being the Official Hardgoods Sponsors this year.



SMITHERS-OASIS



Meet the 2019 Fun 'N Sun AIFD Design Team

Derrick Vasquez

AIFD

Colton, CA

Lead Designer, Fun 'N Sun
Owner, Events by Derrick



Lori Novak

AIFD

Rancho Cucamonga

CA Floral Designer,
Archibald Flowers



Susan Ayala

AIFD, CFD, PFCI

Riverside, CA

Independent Design
Professional



Eddie Payne

AIFD

Dade City, FL

Floral Designer



Carol Caggiano

AIFD, PFCI

Jeffersonton, VA

Floral Consultant



Tom Simmons

AIFD, CFD, CCF

Palm Springs, CA

Owner, Three Bunch
Palms Productions



Lynne Moss

AIFD, PFCI, AAF

Pratt, KS

Owner, The Flower Shoppe



Michael Quesada,

AIFD, CFD, CCF

Carpinteria, CA

Owner, Kaleidoscope
Flowers



Register for Fun 'N Sun

cafgs.org/fns

Early Bird Registration (Until June 21) \$549

Regular Registration (June 22 – July 15) \$599

On-Site Registration (after July 15) \$649

FULL REGISTRATION INCLUDES:

- Wednesday Welcome Reception Cocktail Party
- Wednesday "Fiesta" A Celebration of Flowers Dinner
- Thursday Night Flower Fair Pre-Show Cocktail Party
- Thursday "A Magical Floral Mystery Tour" Dinner
- Friday Continental Breakfast
- Friday Education Sessions
- Friday Flower Fair and Buffet Lunch
- Saturday Continental Breakfast
- Saturday Education Sessions

Hilton Santa Barbara Beachfront Resort

633 East Cabrillo Boulevard
Santa Barbara, CA 93103

Make sure to ask for the **CalFlowers Fun 'N Sun Convention Rate** when calling the hotel to reserve your room. CalFlowers group rate is **\$249.00** (Sunday-Thursday) and **\$289.00** (Friday-Saturday) per night for Resort & Mountain View rooms. **Discounted rooms are limited. Don't wait to reserve.**

To reserve your rooms online using our passkey go to:
<https://book.passkey.com/event/49765399/owner/3105901/home>

The discounted room rates are effective until the cutoff date of **Friday, June 28, 2019**, based on availability in the Fun 'N Sun room block.

General phone: **(805) 564-4333**
Ask for in-house reservations
Operation Hours: M-F 9:00 a.m. – 5:00 p.m. (PST)
Reservations only: **(800) 879-2929** –
Dial #1 for reservations
Operation Hours: 24/7
Check-In Time: 4:00 p.m.
Check Out Time: 12:00 p.m.
Guestroom Internet: Complimentary if booked in
the Group room block.
Discounted Self-Parking: \$10.00 daily
Discounted Valet Parking: \$15.00 daily

What to Wear

Fun 'N Sun is known for its casual atmosphere. Bring only casual and comfortable clothes. Please take note of the evening party themes as we encourage attendees to dress up and have fun.

Discount Codes

United Airlines Discount Code:

- You may book online at www.united.com and enter the code **ZGKW392178** in the Offer Code box.
- Call: United Reservations Meeting Desk at **800-426-1122** OR if booking through a travel professional. Reference Z Code: **ZGKW** and Agreement Code: **392178**
- Please note there is a \$25.00 per ticket service fee collected when tickets are issued through the United Meetings Reservations Desk.

Ground Transportation Instructions for Shuttle

Santa Barbara Airport (SBA)

500 James Fowler Rd, Santa Barbara, CA 93117
Distance from hotel: 11 miles
Drive time: 15 minutes

Courtesy Shuttle: Free shuttle every hour, on the hour, from 5:00 a.m. to 9:00 p.m. by calling the hotel directly upon arrival at (805) 564-4333.

Taxi: Approximately \$50.00 one-way

UberX: Approximately \$25.00 one-way

Amtrak Santa Barbara Station

209 State Street, Santa Barbara, CA 93101-3833
Distance from hotel: 1.5 miles
Drive time: less than 10 minutes

Courtesy Shuttle: Free shuttle every hour, on the hour, from 5:00 a.m. to 9:00 p.m.

UberX: Approximately \$7.00 one-way

Register today at www.cafgs.org/fns



About Santa Barbara

Basking in a lush, year-round Mediterranean climate with 25 miles of prime Pacific coastline, a thriving arts community, historic architecture and scenic wine country, Santa Barbara instills all the components of a world-class destination – without the masses.

Glistening, palm lined beaches, with-washed red tile adobes, wrought-iron embellishments, vibrant tile work and tranquil fountains in harmony with the luxuriant vegetation – these are the ingredients envisioned by poets, songwriters and novelists as the magnet that lures visitors to this seaside sanctuary.

Santa Barbara, fondly known as “the American Riviera,” is ranked as one of the top 10 cities in the world for its magnificent weather. The area’s topographic set-up is equally impressive, from the lush vineyards and valleys of Santa Ynez and Santa Maria to the rugged Channel Islands and the celebrity-sprinkled shoreline of Montecito.

Pedestrian-friendly with 76 designated historic landmarks, an impressive line-up of performing arts venues, museums, galleries and restaurants, the area is an excellent vacation destination, especially from the California hubs of Los Angeles (92 miles north) and San Francisco (332 miles south).

Weather

Santa Barbara boasts a year-round Mediterranean climate, with 300 days of sunshine and fresh ocean breezes. The city’s unique east-west coastline (the only one from Alaska to Cape Horn) shelters the area, allowing flora to thrive in tropical conditions. Expect daytime temperatures in the 70’s and cool evenings requiring a jacket.

Directions to Hilton Santa Barbara Beachfront Resort

Directions coming north

- Take 101 North to Santa Barbara.
- Exit the freeway at Left exit ramp 94C: Cabrillo Boulevard exit.
- At the bottom of the off-ramp, turn Left onto Cabrillo Boulevard.
- Turn Right onto Calle Puerto Vallarta.
- The hotel entrance is the first driveway on the Left. Come in the driveway, and head Left, following the signs to the lobby. Once you register, you can park near your room.

Directions coming south

- Take 101 South to Santa Barbara.
- Exit at Garden Street.
- Turn Right onto Garden Street.
- Turn Left onto Cabrillo Boulevard.
- Turn Left onto Calle Puerto Vallarta.
- Turn Left into the Hilton Santa Barbara Beachfront Resort parking lot.
- Come in the driveway, and head Left, follow the signs to the lobby. Once you register, you can park closely to where your room is located.

Directions from the Santa Barbara Municipal Airport

- Turn Right out of the airport going Southeast on Fowler Road toward William L. Moffet Place.
- Turn Right onto William L. Moffet Place. William L. Moffet Place becomes Sandspit Road.
- Merge onto Ward Memorial Boulevard / CA 217 North.
- Merge onto US-101 South via the exit on the Left toward Santa Barbara.
- Take the Garden Street exit and make a Right onto Garden Street.
- Turn Left onto Cabrillo Boulevard.
- Turn Left onto Calle Puerto Vallarta and Left into the Hilton Santa Barbara Beachfront Resort parking lot.