

“Still Blooming Through  
The Ages After 75 Years”

# *Fun 'N' Sun*

California Floral Convention  
August 9-12, 2017  
Carlsbad, California



CAL  FLOWERS™

California Association of  
Flower Growers & Shippers



## Wednesday, August 9

### Fun 'N Sun Golf Tournament

Aviara Golf Club (Optional Event)

6:30 a.m. – 3:00 p.m.

(9 a.m. Shotgun Start)

**Event: \$190.00 per player**

#### Includes:

*Breakfast and lunch at the Aviara Golf Club, greens fee & tax, driving range, golf cart and shuttle service to the course.*

Hotel shuttle bus will transport golfers to the course starting at 6:30 a.m. to hit some practice balls and indulge at the pro shop. Breakfast will be served 7:30 a.m. – 9:00 a.m.

The Aviara Golf Club is a championship Arnold Palmer 18-hole course named “#1 Golf Resort in Southern California” by Conde Nast Traveler and “One of the Best Resort Golf Courses in the Country” by both Golf Magazine and Golf Digest. Join us as we wind through the green rolling hills, taste the salty sea air of the blue Pacific and enjoy spectacular views of the Batiquitos Lagoon.

#### Tournament Sponsors

**Continental Floral Greens** Golf Hole #1  
**Mayesh Wholesale Florist** Golf Hole #3  
**Golden State Overnight (GSO)** Golf Hole #4  
**Pagter Innovations** Golf Hole #7  
**Holland America Flowers LLC** Golf Hole #8  
**DV Flora** Golf Hole #9  
**Mayesh Wholesale Florist** Golf Hole #10  
**Joseph & Sons, Inc.** Golf Hole #18  
**DV Flora** Closest to the Pin #1  
**Holland America Flowers LLC** Closest to the Pin #2  
**Kitayama Brothers Inc.** Closest to the Pin #3  
**Valley Flowers Inc.** Longest Drive

### Registration

Grand Ballroom Promenade

2:00 p.m. – 7:00 p.m.

#### Hotel Room Key Card Sponsor

Joseph & Sons, Inc.

#### Official Transportation Carrier for Fun 'N Sun

Armellini Logistics

#### Official Hardgoods Sponsors

Floral Supply Syndicate

Smithers-Oasis

### All California Floral Display

Grand Foyer

Wednesday, August 9 at 5:30 p.m. – Saturday, August 12 at 12:00 p.m.

Discover California Flowers, “75 Years of California Growth.” Witness the splendor of these floral masterpieces as you stroll through the All California Floral Display. Enjoy the spectacular floral arrangements that will fill the Grand Foyer, offering a taste of the amazing varieties and quality that can only be found in California.

#### Flower Food Sponsor

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

#### All California Floral Display Sponsors

California Flower Shippers, Inc.  
Calmex Wholesale Growers & Shippers Inc.  
Fiorebella Inc.  
Florabundance Inc.  
Floral Computer Systems  
Green Valley Floral  
Nature's Finest Floral Distributor  
Rainbow Protea  
Resendiz Brothers Protea Growers LLC  
San Francisco Flower Mart, LLC  
World Floral Expo

To register, please visit: [cafgs.org/FNS2017-register](http://cafgs.org/FNS2017-register)

## Welcome Reception Cocktail Party

Grand Foyer

5:30 p.m. – 7:00 p.m.

Welcome to our 75th Anniversary as we celebrate family, friends and our industry! The welcome reception is a perfect opportunity to greet old friends and make new ones, surrounded by thousands of beautiful and unusual blooms in the All California Floral Display. Enjoy a cocktail and hors d'oeuvres before heading to the evening's specially themed dinner.

## "More Americans Enjoying More Flowers More Often"

Palm Courtyard

7:00 p.m. – 10:00 p.m.

The evening's setting will be an outdoor dining experience that is a blend of California casual and elegance incorporating CalFlowers aspirational theme: "More Americans, enjoying more flowers, more often".

This theme captures in clear and simple terms the Association's focus. On display will be the many ways in which Americans incorporate and enjoy flowers in their lives, from simple, everyday themes, to life's biggest and most memorable events.

Enjoy food, friendship & flowers with your fellow CalFlowers' members.

## Thursday, August 10

### Registration

Aviara Foyer

6:30 a.m. – 7:30 a.m.

### Grower Tour Coffee Bar & To-Go Breakfast

Aviara Salon / Courtyard

6:00 a.m. – 7:30 a.m.

**(Grower Tour Attendees Only)**

#### Grower Tour Breakfast Sponsor

Priority 1 Floral International, Inc.

#### Grower Tour Coffee Bar Sponsor

Pyramid Flowers Inc.

### Grower Tour (Optional Event)

7:00 a.m. – 3:30 p.m.

**Event: \$50.00 per person,  
pre-registration required**

Begin boarding buses at 7:00 a.m. for departure time of 7:30 a.m. sharp. Buses will load in front of the **Park Hyatt Aviara Resort**.

#### Includes:

*To-Go breakfast, coffee and lunch at Kendall Farms.*

After sipping a morning cup of coffee, tour attendees will load the buses in front of the Park Hyatt Aviara Resort and head off to visit three of Southern California's best-known growing facilities. Each attendee will receive a box breakfast before boarding the bus.

**(Lunch will be served at Kendall Farms.)**



### Dramm & Echter Inc.

When Dramm & Echter put down roots in Encinitas more than four decades ago, it wasn't just carnations that flourished in the fertile soil and sunny coastal weather but a family business with a passion for farming. While many things on the farm have changed over the years, one thing stays the same - our dedication to producing high-quality flowers for wholesalers and florists nationwide.

Gerberas, lilies, roses, and succulents now fill our 950,000 square feet of greenhouse space - over 50 cultivars can be found growing on our farm year round.

Located a few blocks from our main facility is our lily greenhouse on the historic Ecker Ranch property. Once considered 'The Flower Capital of the World', Dramm & Echter is one of the few farms left in Encinitas and we are dedicated to keeping the local farming tradition alive.

When Ecke closed their doors six years ago, we used that opportunity to expand our production and continue flower farming on the Ecke property. Drawing on over twenty years of lily farming experience, we created a lily-specific greenhouse with optimal conditions and amenities. The lily facility features automated systems to improve working conditions for our employees, but we still do many tasks by hand, such as spacing the bulbs, to ensure our flowers maintain the level of quality only the human touch can provide. Always striving to improve our environmentally friendly and sustainable methods, we use predatory insects and other bio controls to reduce our reliance on pesticides and recycle the water we use to grow our gerberas.

We hope you enjoy your visit!



## Mellano & Company

Family owned and operated since 1925, Mellano & Company has two growing locations (San Luis Rey and Carlsbad) with approximately 375 combined farming acres. Every year millions upon millions of stems of flowers and greens are grown and carefully graded to ensure high quality bunches are delivered to our customers.

Farm crops include greens such as myrtle, Israeli ruscus, agonis, boxwood, Silver Queen pittosporum, and rhamnus; flower crops include alstroemeria, ranunculus, sunflowers, and marigolds; and filler crops include solidago, waxflower, genista, and gypsophila. Our Consumer Ready Division brings all of these crops together to make lovely bouquets and bunches.

Bringing high quality flowers to market is what we do. Whether Mellano farm grown or sourced product from partner farms through our four wholesale locations (Los Angeles, Orange County, Carlsbad, and Las Vegas) we value flowers and greens that will make any occasion memorable!

### Grower Tour Sponsors

Dramm & Echter Inc.  
Kendall Farms  
Mellano & Company

## Registration

Grand Ballroom Promenade  
4:00 p.m. – 7:00 p.m.



## Kendall Farms

Kendall Farms is a family owned and operated flower farm run by cousins Jason Kendall (Owner) and Troy Conner (President). Located in the hills of Rainbow, CA, Kendall Farms micro climate creates the perfect conditions for growing South African and Australian blooms and greens. At over 500 acres, Kendall Farms takes pride in being the largest wax flower producer in the United States. In a place like California, sustainability and environmental conscientiousness are deeply important to our growing practices. The farm utilizes wells, reservoirs, solar panels, on-site composting and drip irrigation to minimize our environmental footprint and increase our sustainability. Focusing on hardier, less water intensive plants such as protea, leucadendron and eucalyptus also helps to make the farm efficient. Your flower safari tour will take you all over the slopes of the farm where you will see everything from expansive sunflower fields to Kendall Farms' cold-chain packing system and bouquet production.

*An outback-barbeque buffet lunch will be provided.*

### Grower Tour Lunch Sponsor

Kendall Farms

## 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 table top exhibits while mingling with friends and associates in a relaxed, casual environment.

### Flower Fair Pre-Show Cocktail Party & Dinner Bar Sponsors

Continental Floral Greens  
Glad-A-Way Gardens Inc.  
Myriad Flowers International Inc.  
Ocean View Flowers

## “Still Blooming Through the Ages After 75 Years”

### Black & White Affair: Celebrating 75 Years of Flowers and All Who Have Contributed to the Floral Industry

Palm Courtyard

7:00 p.m. – 10:00 p.m.

Presented by:



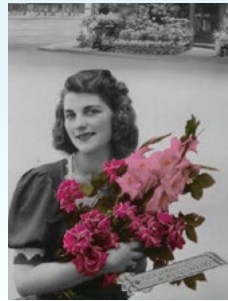
This year, everyone has a chance to be a Distinguished Service Award Winner! In 2016 CalFlowers celebrated its 75th Anniversary – but as 2016 was a “non-Fun ‘N Sun” year, we postponed the celebration. This evening’s dinner is devoted to the past 75 years, those who contributed to this milestone and a chance to look ahead to the next 75 years!

CalFlowers, then known as NORCAL, was formed in 1941 when Japanese and Italian family flower farms in the Bay Area joined forces to address shipping issues.



They understood then, as we do today, that we’re stronger together.

This collaboration helped make California the “flower garden” of the United States, where California now accounts for about 80% of domestic cut flower production.



The suggested attire for this evening’s dinner is Black & White (not necessarily formal) to let the world-class floral designs bring the color to the celebration. You’ll dine and walk among floral designs that were popular across the decades since CalFlowers was formed.



Remember when the word “flowers” was an adjective and became a symbol for a generation – it was a cultural symbol.

Flowers adorned clothing, became themes painted on automobiles – for a generation that rejected militarism, it became the alternative: Flower Power. For many of these years, CalFlowers members grew and distributed the real thing!

This evening will feature pictorial displays of the storied histories of many of our members. The evening will be both a celebration of CalFlowers’ 75 years and a tribute to all those who were a part of this success.

## Express Your Personal “Flower Power”

Palm Courtyard

7:00 p.m. – 9:00 p.m.



Take a step back in time and express your ‘Flower Power’ with a fun and dazzling wearable floral creation designed just for you by the talented team of designers from the California State Floral Association! Come celebrate 75 years with us in style!

## Friday, August 11

### Registration

Grand Ballroom Promenade

7:30 a.m. – 3:30 p.m.

### Continental Breakfast

Aviara Salon

7:00 a.m. – 8:30 a.m.

## All Educational Sessions

1st session runs from 8:00 a.m. – 9:00 a.m.

2nd session runs from 9:15 a.m. – 10:15 a.m.

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



### Flower and Foliage Trends - What are they and how does it affect me?

*Presented by: J Schwanke- AAF, AIFD, CFD, PFCI - The Flower Expert and CEO of uBloom.com*

Laviana A

Join Flower Industry Spokesperson- J Schwanke for this unique Flower and Foliage Trend Program. Many speculate about NEW Colors, Trends in Style and Design... however J shares substantiated market trends that have stabilized, evolved or are emerging to affect our flower industry, our customers and their buying habits and innermost desires.

Author of the most popular and widely distributed 100% Object Trend report for the Flower Industry- J shares the latest Trends, Colors, Concepts and translates them to Flowers, Foliage and buying behaviors. Dive into what causes trends, how you can forecast for yourself, and how current trends, colors, flowers and foliage will affect you, your business and the bottom line.

Flower farmer, distributor, flower-seller, or event planner: Everyone will benefit from this essential trend information that will make you more successful, responsive and business savvy!

Download your copies prior to J's live presentation, courtesy of CalFlowers:

[www.uBloom.com/Trends2017](http://www.uBloom.com/Trends2017)

Current and Emerging Trends

[www.uBloom.com/Trends2016](http://www.uBloom.com/Trends2016)

Established and Evolving Trends

[www.uBloom.com/GardenToHome](http://www.uBloom.com/GardenToHome)

Consumer Trend - Garden Flower Arranging

**Flower and Foliage Trends Sponsor**

Pyramid Flowers Inc.



### Future Flower Initiatives 2017

*Presented by: Brad Denham / Arizona Family Florist*

Kingfisher A

Can promoting Women's Day really drive floral sales for the industry? The answer is yes and the proof is in the numbers - attend this exciting session and learn how the 3rd year of collaboration between CalFlowers and Asocolflores is bringing increased awareness to this rapidly growing floral holiday. Brad Denham, owner of Arizona Family Florist and SAF's 2012 Marketer of the Year, shares results from his 3 consecutive years of Women's Day marketing campaign efforts, teaming with sponsors CalFlowers & Asocolflores. Brad will reveal the rationale for the change in strategy and major campaign components of the Women's Day initiative that earned their efforts the 2nd largest Women's Day community on Facebook. He will also share detailed, year over year campaign results, as well as lessons learned and tips on what growers, wholesalers and retailers can do to drive up flower consumption in the U.S. markets. Don't miss the information-packed session!

To register, please visit: [cafgs.org/FNS2017-register](http://cafgs.org/FNS2017-register)



## “Reducing utility consumption is ‘coming up roses’ in the CA floral industry”

*Presented by: Ted Kohlenberger  
National Resource Management, Inc.*

### Kingfisher B

A general discussion with Q&A, plus two case studies on increasing profit margins through energy reduction in refrigerated floral walk-in coolers and warehouses.

One of the last, best variable cost environments that we can manage/influence concerns the utilities we consume. For growers, it’s water pumping, lighting and air circulation and for shipper/wholesalers it’s lighting and refrigerated space. Specifically, refrigerated space is critical and the energy it consumes is significant.

NRM will present two CA case studies on the benefits of better management of refrigerated spaces through the successful implementation of web-based refrigeration control and high efficiency LED warehouse and cooler lighting. Additional topics including efficient steam generation, greenhouse air circulation, and water pumping efficiency will also be discussed.



## Future Flower Crops of California

*Presented by: Joaquin De la Torre, Managing Partner & Lourdes Reyes, Ball SB Marketing Director – Ball Seed Cut Flowers*

### Laviana B

The fresh cut flower industry is an ever changing and dynamic industry.

Ball Seed Cut Flowers will provide insights on the world industry and the changes that have happened in the previous years worldwide and will make us think on how we can take advantage of this.

More and more innovation is the key for being up-to-date. Hence, Ball Seed Cut Flowers will present the newest introductions that are available for the California growers.

## Flower Fair Grand Ballroom 10:30 a.m. – 4:00 p.m.

Come experience the world’s largest gathering of exhibits displaying California grown flowers and greens under one roof. If your business demands the finest and freshest products, then you’ll want to plan on spending the day perusing the exhibits in the California Flower Fair. Here you will meet growers, transportation carriers, and other suppliers. This is a fantastic opportunity to network and uncover the newest varieties and strengthen business relationships available from California growers. Lunch and refreshments are provided for this event.

### Flower Fair Bar

Calmex Wholesale Growers & Shippers Inc.  
Fiorebella Inc.

### Flower Fair Soft Drink Station

Ocean View Flowers

## Flower Fair Lunch

Aviara Salon

12:00 p.m. - 1:30 p.m.

FRIDAY EVENING IS **OPEN** FOR YOU TO MEET UP WITH CUSTOMERS **TO NETWORK AND GET REACQUAINTED.**

# Saturday, August 12

## Registration

Avalon Foyer

7:00 a.m. - 9:00 a.m.

## Continental Breakfast

Avalon

7:00 a.m. - 8:30 a.m.

## Impact of Cannabis on California Floral Industry

Laviana

8:30 a.m. - 11:00 a.m.



*Presented by: Professor Daniel A. Sumner (Director of the Agricultural Issues Center at the University of California, Davis and the Frank H. Buck, Jr., Professor in the Department of Agriculture and Resource Economics at UC Davis).*

Since the November election, when Californians legalized the adult use of marijuana, there's been no end of speculation about the impact of a legal marijuana crop on the state's floral industry.

To bring this speculation down to earth, CalFlowers commissioned the Agricultural Issues Center at UC Davis to gather relevant data and provide a reasoned assessment of what this new chapter in California agriculture could mean for the state's floral industry.

Professor Sumner will present the results of their study and share his perspectives on what the results may present for the California floral industry. Professor Sumner, raised on a fruit farm in Suisun Valley, has spent his entire career in agriculture. He received a Bachelor's degree in agricultural management from CalPoly San Luis Obispo, a Masters' degree from Michigan State, and a PhD in economics from the University of Chicago. Professor Sumner has received numerous awards for his research and is a former Chair of the International Agricultural Trade Research Consortium.

Following the presentation of the results, we'll have a panel discussion with representatives from different sectors of the floral industry (grower, shipper, and wholesaler).



## About Carlsbad

Known as "The Village by the Sea," the city of Carlsbad offers the charm of a European village with the conveniences of a large city. As you wander streets lined with antique stores, boutique shops and sidewalk cafes, you'll soon discover much more, including miles of coastline, beautiful flower gardens and world-class shopping.

With a perfectly mild climate, each season offers a wide variety of unique events and activities, from street fairs to art walks. Steps away sit clean, uncrowded beaches for swimming, sunbathing and surfing, as well as beautiful lagoons for fishing, bird-watching and nature trail hikes. Venture further to discover the unique destinations of LEGOLAND® California and SEA LIFE Aquarium or the nearby attractions of San Diego and Los Angeles. No matter what you choose to do on vacation, Carlsbad, California, promises to offer up special experiences and fun-filled memories that will last a lifetime.



## Convention flowers and hardgoods



We would like to thank Armellini Logistics for providing floral transportation and storage service for the California Floral Convention this year.



We would like to thank Superior Plant Sales Inc. for the use of their facilities to procure the flowers prior to being shipped to the convention.



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



A big thank you to Oasis Floral Product and Floral Supply Syndicate for being the Official Hardgoods Sponsors again this year.



## Derrick Vasquez AIFD

Lead Designer



Derrick has been in the Special Events business for over 30 years and runs a successful business, "Events by Derrick". Inducted into the American Institute of Floral Design in 1984, he has since served in numerous leadership

positions within AIFD, the Society of American Florists, and regional floral organizations. He was National President of AIFD in 2000-2001. He has been CEO of the AIFD Foundation and continues to serve. He has received the Award of Fellow to the American Institute. He is currently the President of the Southwest Region of AIFD. He was selected five times among California's Top Ten Designers by The California Floral Association; Served as Chairman of Society of American Florists Convention 1997. Derrick has been the CalFlowers Fun 'N Sun head designer for over

ten years, designed numerous Headdress Charity Balls, including such organizations as Assistance League of San Bernardino's Starlight Ball, The Damas de' Caridad Ball, The Las Florista's Headdress Ball, as both a designer and judge. He has designed on numerous Design Panels, Trade Shows, Open Houses and Allied Organizations throughout the United States, Japan, Korea, Singapore and Taiwan.

His designs have appeared in such magazines as Flowers & Florist Review, Designing for Profit, Finer Things, and Canadian Design publications. Highlights of his work have been featured at AIFD National Conventions in Dallas, Texas and in Kansas City, Missouri. He participated in the George H. Bush, George W. Bush and Bill Clinton Presidential Inaugural Floral Design teams. Derrick is also very active in working with many charities such as Santa Claus Inc., Christmas Tree Lane, Child Help Forest of Hope, Festival of Trees, as well as Loma Linda Children's Hospital events. He serves on the Colton Historic Commission for the city as well as many other community events.

## Carol Caggiano AIFD, PFCI



In addition to operating a successful retail flower shop for most of her floral career, Carol Caggiano, AIFD, PFCI, has traveled extensively throughout the United States as well as Japan, Korea, Italy and Singapore, sharing her design skills,

creative techniques and business knowledge with her fellow florists. As an accredited member of the American Institute of Floral Design, she has served as Regional President and Chairman of the National Membership Committee. Her designs and commentary have been featured at several AIFD National Symposiums.

In 2005, AIFD presented Carol with their Award of Distinguished Service to the Floral Industry. She has served on the Board of Directors for the Society of American Florists. She is a member of Professional Floral Communicators International (PFCI) and has served as its chair. In 2008 PFCI and the Society of American Florists presented Carol with the Tommy Bright Award for Excellence in Floral Education and Commentary. In 2013 Carol was the recipient of the prestigious Paul Ecke Jr. Award, presented by the Society of American Florists for her exemplary devotion to profession, industry and community.

## Susan Ayala AIFD, CFD, PFCI



Susan Ayala, AIFD, is a nationally recognized floral designer and commentator who has been involved in the floral industry most of her life. She has designed for and managed a family owned business and is now a freelance designer.

Susan has traveled across the United States and Canada presenting educational design programs for many states and regional organizations, including International Design Forums presented by AIFD in Canada and England.

Susan has taught at the Teleflora Education Center for the past eleven years, and has taught American floral designs internationally in Taiwan, Japan, and Korea. She also traveled to China creating designs for a product development company along with merchandising their show rooms.

For over 30 years Susan has designed for Fiesta Parade Floats, a consistent award winner in Pasadena's world famous Rose Parade.

From 1990 through 1999 Susan served on the National Board of Directors including serving as National President for American Institute of Floral Designers.

Currently she is on the Southwest Regional Board of Directors of AIFD, serving as current president and also serving on the AIFD Foundation Board of Directors.

## Lynne Moss AIFD, PFCI, AAF



Lynne has owned her own retail business for 38 years in Pratt, Kansas, a rural community of 6,500. She has been involved with the Pratt Chamber of Commerce, and received the Southwest Retail Business Award from the

State of Kansas Commerce and Housing Department. She has worked with the Kansas State Funeral Directors and promoted the importance of flowers. As a former Educational Specialist for Teleflora, she has designed for and educated her peers throughout the United States. She supports all facets of the industry with enthusiasm. She is a member of PFCI (Professional Floral

Communicators International) and AAF (American Academy of Floriculture), both a part of the Society of American Florists. She has been involved in many ways, working as a member of the Floral Management Advisory Committee, working on the design team for national conventions and has represented her region on the National Retail Council. She was part of the George Bush Inauguration team of designers.

As a member of the American Institute of Floral Designers, she is a Past-President and Fellow of AIFD.

Lynne has chaired the Education Research Committee that wrote and developed The AIFD Guide to Floral Design book. She is also a trustee on the AIFD Foundation. She chaired the 2009 National AIFD Symposium in Kansas City, Missouri, The Sky's the Limit and has served as the President of the South Central Region of AIFD.

## Lori Novak AIFD



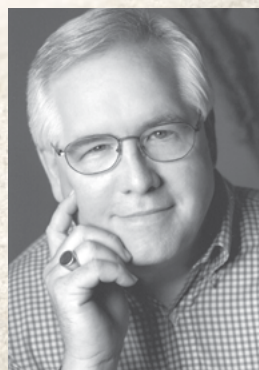
Lori has been a floral designer for the past 36 years, working in her family's retail flower shop and designing events.

Lori has been a member of the American Institute of Floral Designers since 1989. Serving AIFD as Symposium coordinator for Inspiration

2016, Lori has been a Program Coordinator for two previous symposiums, and she serves the National Board on the Southwest Chapter board of directors through 2017, as well as being a member of the National finance committee.

Designing for two Presidential inaugurations, Lori has also been featured in floral publications for previous designs. A design team member for Fun 'N Sun for the past conventions, Lori has enjoyed working with the beautiful products provided by the CalFlowers growers.

## Eddie Payne AIFD



Eddie is the owner of Brooksville Florist in Brooksville, Florida. A native Floridian, except for a short four years as a resident of Los Angeles, California, where he worked for a major Flowers by wire service as their Floral Director. Eddie has been a member of AIFD since 1982, and has served on numerous committees as Membership

Chair, National Board member and as President in 2005. Eddie was bestowed a FELLOW of the Institute, AIFD's highest award to its Members, and is currently serving the AIF Foundation as the new CEO. Eddie has worked for Fiesta Parade Floats, Charisma Productions on the Academy Awards, and has worked as a Product Development Designer for several companies in Hong Kong on Christmas and seasonal products.

## Tom Simmons AIFD, CFD, CCF



Tom has been active in the floral industry for over 35 years. He is a past President of the American Institute of Floral Designers (AIFD), past Symposium Coordinator for the 2013 AIFD National Symposium, "Passion," and served as Program Coordinator for the 2016 National Symposium "INSPIRATION" to be

held in Anaheim. He is also the current national treasurer for AIFD and in 2013 he was given the honor of "fellow" by AIFD, the highest honor given by the association. Tom is a member of the Teleflora Education Specialist.

## Michael Quesada, AIFD, CFD



Michael Quesada is the owner of Kaleidoscope Flowers in Santa Barbara, CA. He attended California Polytechnic State University in San Luis Obispo, CA and majored in ornamental horticulture with a concentration in sales and service. Today, Michael still keeps ties with Cal Poly, being one of the design team's advisors to the University.

He is tirelessly involved with his regional Teleflora unit (Los Angeles Coastal Counties) including being past president for LACCU. Michael is also on the Teleflora Design Team. He has been the president of the SW region of AIFD and is currently the National Regional Representative for the Southwest Region of AIFD and the Committee Chair for AIFD's Career Development Program along with the procurement chair of the 2013 AIFD Design Symposium in Las Vegas, Nevada.

## How To Register for Fun 'N Sun

[cafgs.org/fns2017-register](http://cafgs.org/fns2017-register)

Early Bird Registration (Until June 26)	\$599
Regular Registration (June 27 – July 31)	\$649
Registration (after July 31)	\$699

\*For individual event pricing see the registration form.



## Park Hyatt Aviara Resort

Make sure to ask for the Fun 'N Sun Convention Rate when calling the hotel to reserve your room. Discounted rooms are limited. Don't wait to reserve.

**To reserve your rooms online using our passkey go to:**

[resweb.passkey.com/go/calflowers](http://resweb.passkey.com/go/calflowers)

The discounted room rate of **\$ 235.00 + tax** is effective until the cutoff date of Monday, July 17th, based on availability in the Fun 'N Sun room block.

<b>General phone:</b>	760-448-1234
<b>Reservations only:</b>	888-459-4991
<b>Reservations fax:</b>	760-603-6878



## Full Convention Program

**Full registration includes:** Wednesday Welcome Reception Cocktail Party and Dinner, Thursday Night Flower Fair Pre-Show Cocktail Party and Dinner, Friday Continental Breakfast, Friday Educational Seminars, Flower Fair and Buffet Lunch, Saturday Continental Breakfast, and Saturday Seminar.



## What to Wear

Fun 'N Sun is known for its casual atmosphere. For daytime, bring casual and comfortable clothes. Thursday evening's dinner party color palette is a black & white theme.

# DISCOUNT CODES

## United: ZYAG770290

[www.united.com](http://www.united.com)

Enter Offer code **ZYAG770290** in the Offer Code Box when searching for your flights.

Call: United Reservations Meeting Desk at 1-800-426-1122.

*Please note there is a \$25 per ticket service fee collected when tickets are issued through the United Meetings Reservations Desk.*

## Delta: NMQ24

[www.delta.com](http://www.delta.com)

Click on "Advanced Search" located under "Find Flights" button on the "Book a Trip" tab.

Enter in the "Meeting Event Code" **NMQ24** into the box when searching for a flight.

Call: Delta Meeting Network Reservations 1-800-328-1111.

*\*Please note that a Direct Ticketing Charge will apply for booking by phone.*

## SuperShuttle

[www.supershuttle.com](http://www.supershuttle.com)

All attendees have to do is just click on this link and they can book transportation to or from the hotel, or if they'd prefer to call, they can call 1-800-blue-van and use code **6LFD8** to also receive their discount.

Shared ride shuttle discount \$2.00 one way, \$4.00 round trip. There is an option for them to book sedans as well.

CalFlowers  
1500 41st Ave, Ste 240  
Capitola, CA 95010

## Ground Transportation Instructions for Shuttle

When you arrive in San Diego, after claiming your luggage,

### **TERMINAL 1 Alaska Airlines, Southwest**

After claiming your luggage, follow the signs to the Ground Transportation Sky Bridge. Proceed to the "Shuttle for Hire Island" and ask the Transportation Coordinator for a Supershuttle van.

### **TERMINAL 2 Aeroméxico, American Airlines, America West, British Airways, Japan Airlines, Delta Airlines, Frontier Airlines, Northwest, Sun County, Hawaiian, Air Canada, Allegiant Air, Jet Blue, Spirit Airlines, United Airlines, U.S. Airways, Virgin, Volaris, West Jet**

Exit the Terminal 2 doors, cross the street using the crosswalk to the "Shuttle for Hire Island" ask the Transportation Coordinator for a Supershuttle van.

### **ExecuCar Meet and Greet Service**

Once you have arrived at The San Diego Airport, any terminal: Please go to Baggage Claim and your driver will meet you with a sign with your name on it and will help you with your luggage and get you to your destination with VIP service. Our 24 hour dispatch number is 619-564-7998.



1500 41st Avenue, Suite 240. Capitola, California 95010  
info@cafgs.org. T. 831.479.4912 F. 831.479.4914

## Directions to Park Hyatt Aviara Resort, Golf Club & Spa

7100 Aviara Resort Drive,  
Carlsbad, CA 92011

### From the North

- Take I-5 South Towards San Diego
- At exit 45, take ramp for Poinsettia Lane towards Aviara Pkwy
- Turn left onto Poinsettia Ln
- Turn right onto Aviara Pkwy
- Turn right onto Aviara Resort Dr.
- Hyatt Aviara will be on the right

### From the South

- Take I-5 South Towards San Diego
- At exit 45, take ramp for Poinsettia Lane towards Aviara Pkwy
- Turn right onto Poinsettia Ln
- Turn right onto Aviara Pkwy
- Turn right onto Aviara Resort Dr.
- Hyatt Aviara will be on the right