





# NORCAL<sup>TM</sup>

## FUN 'N SUN

### California Floral Convention

July 17-20, 2013  
Fess Parker's DoubleTree Resort  
Santa Barbara, California

## TUESDAY, JULY 16

### ☼ Registration

4:00 – 7:00 p.m. Grand Ballroom Foyer

#### \*Hotel Room Key Sponsor:

Joseph & Sons, Inc.

#### \*Convention Beach Towel Sponsor:

California Flower Shippers, Inc.

#### \*Convention Tote Bag Sponsor:

Prime Floral, LLC

#### \*Fun 'N Sun Photographer Sponsor:

AC&M Flower Growers, Inc.

## WEDNESDAY, JULY 17

### ☼ Registration

6:00 – 8:00 a.m. Grand Ballroom Foyer

### ☼ Coffee Bar

5:30 – 8:00 a.m. Grand Ballroom Foyer

#### \*Grower Xpedition Breakfast / Coffee Bar Sponsor: Tutuli Flower Farms

### ☼ Grower Xpedition

(Optional Event)

Buses depart at 6:30 a.m. – 3:30 p.m.

Buses will load in front of the  
Grand Ballroom entrance.

**Optional \$25.00 per person**

(includes to go breakfast, coffee and lunch)

After sipping a morning cup of coffee, Xpedition attendees will load the buses and head off to visit 4 of the local growing facilities. Each attendee will receive a box breakfast as they board the bus.



### Sun Valley Floral Farms

Sun Valley is committed to creating an exceptional floral experience for our customers. Our purpose is to achieve an unwavering dedication to quality, year round availability and unparalleled customer service. This year we are pleased to feature our Sun Pacific Bouquet Division which is located at our Oxnard Farm. Sun Pacific creates original, bold and colorful bouquets, featuring flowers grown at our two California farms (Arcata and Oxnard) as well as from our Baja farm. You will experience the colors, the scents and all the action involved in making world class bouquets for customers across the county. We are thrilled you are coming to visit and share in our passion for outstanding cut flowers and bouquets.



### Ever-Bloom, Inc.

Ever-Bloom's niche in the diverse flower market is providing the largest selection of over 270 gerbera daisy varieties to wholesale customers around the United States. Ever-Bloom grows this wide assortment of gerbera in 650,000 square feet of climate controlled greenhouses with years of fine-tuned experience. With a passion for sustainability and efficiency, every year Ever-Bloom has been growing more flowers with less resources and energy. Using beneficial insects to combat pests, we use far less pesticides and have healthier plants as a result. Ever-Bloom also has a half acre of unique anthurium varieties. Ed Van Wingerden started the company in 1979 and has been growing and shipping gerbera since 1984.







### Westerlay Orchids, LLC

Westerlay Orchids is the premier grower of potted Phalaenopsis and Cymbidium orchids on the central coast of California. Established in 1978 as Westerlay Roses, we switched crops in 2004 and have been growing orchids with an eye to innovation and green growing practices ever since. We recently received an "A" rating from the stringent MPS certification for their environmentally friendly growing practices.



### Myriad Flowers Int'l, Inc.

Myriad Flowers International is a family owned flower grower in Carpinteria, California. Managed by father and son team Harry and Erik Van Wingerden, Myriad Flowers operates on 30 acres of greenhouse and field production. We grow more than 70 varieties of

hydroponic hybrid tea, sweetheart and spray roses, as well as pompon chrysanthemums and a variety of seasonal blooms such as dahlias and tulips.



### Lunch at Rose Story Farm

Attendees will be treated to an awe inspiring luncheon amongst the fragrant roses at Rose Story Farm. Rose Story Farm began in 1998, when we decided to try growing 1000 rose bushes on a half acre of our lemon and avocado farm. We imagined an old-fashioned rose farm, with the radiant hues of European and pre-1950 American varieties in bloom across our 15 acre Carpinteria Valley farm. Our mission has been, from the very first day, to produce beautiful, fragrant, romantic roses in exquisite shapes and colors. We are dedicated to producing the highest quality roses in our gardens, and Rose Story Farm now

grows 18,000 rose bushes, with over 120 varieties.

The farm is truly a family affair, and we find some of our best moments together, walking among and "working the rows."

#### \*Grower Xpedition Buses Sponsor:

San Francisco Flower Mart

#### \*Grower Xpedition Sponsor:

Ever-Bloom, Inc., Myriad Flowers International, Inc.  
Sun Valley Floral Farms, Westerlay Orchids, LLC

## Golf Tournament

Sandpiper Golf Course

(Optional Event)

8:00 a.m. – 4:00 p.m.

(10 a.m. Shotgun Start)

Buses will load in front of the Grand Ballroom entrance.

Attendees will be taken by charter bus to Sandpiper Golf Course at 8 a.m. to have breakfast, hit some practice balls and indulge at the pro shop.

#### **Cost: \$145.00 per player**

which includes Coffee Bar before boarding the bus, Breakfast, BBQ Lunch and Golf.

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.

OnTrac – Breakfast & BBQ Lunch Sponsor

C&F Flower Growers - Hole #1

Fresh Pack – Hole #2

Central California Flower Growers, Inc. – Hole #3

McConnell Wholesale Flower Shippers – Hole #4

Alaska Air Cargo – Hole #5

California Floral Transport, LLC – Hole #7

BC&H Flowers, Inc. – Hole #9

Dramm & Echter, Inc. – Hole #10

K's Refrigerated Transport, LLC – Hole #11

Resendiz Brothers Protea Growers, LLC – Hole #12

Pyramid Flowers, Inc. – Hole #13

Delta Airlines Cargo – Hole #16

Komet Sales – Hole #17

C&F Flower Growers - Hole #18

Coastal Nursery, LLC/Monterey Bay Heather – Hole In One

WAFEX USA – Longest Drive

California Flower Shippers, Inc. – Closest to the Pin #1

K's Refrigerated Transport, LLC – Closest to the Pin #2

Dramm & Echter, Inc. – Closest to the Pin #3

## ✿ Registration

2:00 – 7:00 p.m. Grand Ballroom Foyer

## ✿ All California Floral Display

Wednesday, July 17 at 5:30 p.m. – Saturday, July 20 at noon. Grand Ballroom Foyer

Why California? Come discover California Flowers and witness the splendor of these floral masterpieces as you stroll through the All California Floral Display. Enjoy the spectacular floral arrangements, offering a taste of the amazing varieties and quality that can only be found in California.

### \*AIFD Designer Sponsors:

Nature's Finest Floral Distributors

Pyramid Flowers, Inc.

Priority One Flower Shippers, Inc.

Glad-A-Way Gardens, Inc.

Continental Floral Greens

Tutuli Flower Farms

Maximum Nursery, Inc.

Kim's Flower Network, Inc.

Dramm & Echter, Inc.

KT Orchids and Tropicals Wholesale

California Flower Shippers, Inc.

Obies Floral

Green Valley Floral

Fresh Pack

### \*Flower Food Sponsor: Floralife Inc.

### \*Hard Goods Sponsor: SmithersOasis Co.

## ✿ Welcome Reception Cocktail Party

5:30 – 7:00 p.m. Grand Ballroom Foyer

It's a flower-filled welcome—California style—as the Fun 'N Sun Convention officially gets underway. Enjoy a cocktail and hors d'oeuvres before heading to the welcome reception dinner. The welcome reception is a perfect opportunity to network with colleagues surrounded by thousands of beautiful and unusual blooms in the California Floral Display.

## ✿ Welcome Reception Dinner

7:00 – 9:00 p.m. Plaza Del Sol



Jan DeLyser, vice president of marketing for the California Avocado Commission in

Irvine, California will discuss the California Avocado Grower Marketing Campaign and the journey the Commission embarked on in 2008 with the Hand Grown in California thematic. Once a misunderstood fruit, the avocado has experienced unprecedented category growth. Jan will discuss the strategic process utilized to identify competitive advantages laying the foundation for the marketing programs designed to maximize grower returns by maintaining premium brand positioning for California Avocados and improving grower sustainability





in a competitive market with increased volume from imports.

**\*Welcome Reception/Dinner Bar Sponsors:**  
Robert Mann Packaging, Inc. • Glad-A-Way Gardens, Inc.  
Valley Flowers, Inc. • Mellano & Company

## THURSDAY, JULY 18

### ✿ Registration

6:00 – 7:00 a.m. Grand Ballroom Foyer

### ✿ Coffee Bar

5:00 – 6:30 a.m. Grand Ballroom Foyer

**\*Grower Xpedition Breakfast & Coffee Bar  
Sponsor:** Priority One Flower Shippers, Inc.

### ✿ Grower Xpedition

(Optional Event)

Buses depart at 6:00 a.m. – 4:00 p.m.

Buses will load in front of the  
Grand Ballroom entrance.

**Optional \$25.00 per person**  
(includes to go breakfast, coffee and lunch)

Grower Xpedition attendees will load the buses in front of the Fess Parker Doubletree main entrance and head off to visit 3 of the local growing facilities. Each attendee will receive a box breakfast as they board the bus.



### Holland America Flowers, LLC

In 1978, Benno and Klazina's dream to immigrate to the United States and establish a bulb and flower business materialized.

The combination of dreams, experience and a vision led Benno, Klazina and their 3 children to emigrate from Holland to America in 1980. They started in Woodland, Washington and named their business Holland America Bulb Farms (HABF), which became a very successful company over the years.

In 1986, Benno started the company All Seasons Flowers (ASF) in Arroyo Grande, California. Benno took full control and became the sole owner of this company in 2006. Under his guidance and with the support of management a much needed reorganization took place between 2006 and 2008. Benno changed the company name to Holland America Flowers (HAF) in 2009. Holland America Flowers has done very well since then, despite tough economic times.

Holland America Flowers today has over 80 acres of Gravo and Hoop Houses and employs 100+ people year round. HAF specializes in Lilies, Freesias and a wide variety of other flowers. HAF also grows a variety of greens and fillers for its Bouquet department and Wholesalers. The Central Coast climate and well drained soil make for a perfect year round growing location.

It can be stated with pride that Holland America in Washington and California has positively impacted the cut flower industry in the United States since 1980. A strong resolve to continually improve the business, led by example and focus on quality over quantity keeps Holland America

strong, innovative and on the top of its game.

Benno's vision has always been: "With quality the sky is the limit, but we don't need to be the biggest; we simply need to be the best!"

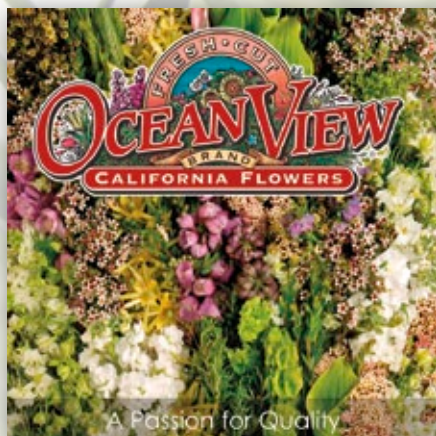


### Skyline Flower Growers & Shippers

Skyline Flower Growers is a 4th generation Flower Grower/Shipper/Wholesaler with locations in California and Washington. Here at Skyline our passion is flowers! Backed by more than 60 years of growing experience, we strive to produce the finest blooms and greens in the market. Our attention to detail and excellent customer service is beyond compare. There are three locations in California where we grow our flowers, totaling more than three million square feet of state-of-the-art greenhouses, shade houses and open field production. Our nurseries are located in Oxnard, Camarillo and Nipomo. We have chosen these locations for their cool coastal breezes and moderate temperatures which provide some of the best flower growing



conditions in America. Skyline also maintains and operates two wholesale distribution centers in Seattle and Spokane, Washington.



### **Ocean View Flowers**

In our neighborhood, being the best means always re-imagining how we do things and how we can make our customers the best. Northern Santa Barbara County is home to some of the world's finest wineries, cuisine and flowers. Ocean View Flowers lies along wild Pacific Coast of the Lompoc Valley in this renowned region. Fields of brilliant stock reach out to the western horizon, their sweet fragrance mingling with the salty ocean breeze. This unique environment is the ideal home for our garden of stock, larkspur, delphinium and a multitude of other colorful and textural varieties.

### **Field to Farm Luncheon**

Proudly Sponsored By: Ocean View Flowers

Join us for an amazing farm to table luncheon experience right in the middle of our flower fields. We have invited our neighbors to share their local wares with you.

See firsthand how our processes from the field, to the cooler, to your doorstep will make you a cut above the rest in your neighborhood. See you soon!

#### **\*Grower Xpedition Luncheon Sponsor:**

Ocean View Flowers

#### **\*Grower Xpedition Sponsors:**

Holland America Flowers, LLC

Ocean View Flowers

Skyline Flower Growers & Shippers

### **Registration**

4:00 – 7:00 p.m. Grand Ballroom Foyer

### **Thursday Night Flower Fair Pre-View Cocktail Party**

5:30 – 7:00 p.m. Grand Ballroom

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

#### **\*Flower Fair Pre-Show Cocktail Party Bar Sponsors:**

Dos Gringos, A Flower Company

Komet Sales

### **"A Toast to California Flowers"**

7:00 – 10:00 p.m. Plaza Del Sol

Presented by: FedEx

In keeping with the spirit of our California Floral Convention, we are delighted to bring you an experience of unparalleled extravagance. We invite you to come and enjoy an evening of Flowers, and the finest wine, beer and food California has to offer. Join us as we make a Toast to California Flowers, an evening that will be most memorable and an event you will never forget.

### **"Project Floral Runway... Floral Haute Couture"**

7:00 – 10:00 p.m. Plaza Del Sol

Produced by: California State Floral Association

This party is all about California and the fun stuff....see royalty worthy floral art masterfully created at design stations throughout this interactive event in preparation for an outrageous wearable floral art fashion showdown with California flowers, foliage and botanicals. Designers from the California State Floral Association will perform while models pose with you for stunning and amazing "Fun 'N Sun" photographs!

## **FRIDAY, JULY 19**

### **Registration**

7:00 – 8:00 a.m. & 9:00 a.m. – 4:30 p.m.

Grand Ballroom Foyer



### **Distinguished Service Award Breakfast**

7:30 – 9:00 a.m. Reagan Room

NORCAL invites you to participate in the recognition of



a leading California floral grower that began in the mid - 1920's. Mellano & Company is a family-owned enterprise that is now being led by the third generation of the Mellano family. They have a wonderful story about an amazing journey highlighting their ingenuity, perseverance and most of all, their passion and love for flowers. Mellano & Company will share both history and heart as one of the remaining pioneers in the California Cut Flower Industry. Please join us as we honor and celebrate one of our distinguished growers in the floral industry.



## ✿ Flower Fair

10:30 a.m. – 4:00 p.m. Grand Ballroom

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 conveniently located under one roof. This is a fantastic opportunity to uncover the newest varieties available from our California growers and to be

able to network and strengthen business relationships. Lunch and refreshments are provided for this event.

**\*Flower Fair Soft Drink Station & Bar**  
Fiorebella, Inc. • Calmex Wholesale Growers & Shippers, Inc.

## ✿ Flower Fair Buffet Lunch

12:00 – 1:30 p.m. Plaza Del Sol

**\*Flower Fair Buffet Lunch Sponsor:** O&J Growers

## ✿ Why Do We Need a Sustainability Certification for California?

Presented by: Cliff Ohmart

9:15 – 10:15 a.m. & 10:30 – 11:30 a.m.  
Sierra Madre North



While research commissioned by CCFC has shown there are several certification programs

available for California cut flower farmers, they all have shortcomings, and do not address California's flower production in a holistic way. Cliff Ohmart will outline the merits of CCFC's sustainability program, its comprehensive and rigorous standards and why this new program will highlight California's flowers as the most sustainably grown flowers and greens available in the U.S.

**\*Cliff Ohmart Sponsor**  
California Cut Flower Commission

## ✿ Passion for LOCAL... Experience America's Flowers!

Presented by: J Schwanke

9:15 – 10:15 a.m. & 10:30 – 11:30 a.m.  
Sierra Madre South



It's time to get passionate about California grown flowers... and J Schwanke is here to help. J experiences the beauty, wonder and passion of California flower farms first hand. Local florists, designers and wedding/event planners put PASSION (and flowers) into everything they create! Today... it's your turn to experience that same passion with flowers... from farm, field, farmer and event... J shares the passion for America's flowers... passionately grown in California!

**\*J Schwanke Sponsor**  
California Cut Flower Commission





## ❁ Farm to Table; Field to Vase

9:15 – 10:15 a.m. & 10:30 – 11:30 a.m.  
Rodney's Steakhouse - On Site at Fess Parker

The times are changing! Learn how the American Grown & Slow Food Movements are affecting the way consumers think about flowers. This has significant potential to change the landscape of the United States floral market. Hear from a panel of experts on how this growing trend can be leveraged by wholesalers and retailers looking for ways to market California Grown Flowers. This is a discussion you don't want to miss!

**\*Farm to Table; Field to Vase Sponsor**  
California Cut Flower Commission

## ❁ "Wholesale," By Any Other Term, So Much Choice, So Little Time

Presented by: René van Rems, AIFD  
1:30 – 2:30 p.m. Sierra Madre North



Everyone agrees; the old way of doing business is gone, now what? Let educator, designer and creative

marketing guy, René van Rems, AIFD walk you through options of new sales opportunities from a creative perspective. This multi-media presentation will also provide the latest market segment sales results and consumer report findings on what "they want."

**\*René Van Rems Sponsor**  
NORCAL/CAFG&S

## ❁ Closing Ceremonies

René van Rems, AIFD  
3:30 – 3:45 p.m. Sierra Madre North

Friday Evening is FREE for you to meet up with customers to network and get reacquainted.

## SATURDAY, JULY 20

### ❁ Registration

7:00 – 9:00 a.m. Grand Ballroom Foyer

### ❁ Continental Breakfast

7:00 – 8:30 a.m. Grand Ballroom Foyer

**\*Continental Breakfast Sponsor**  
Continental Floral Greens

### ❁ Family Business Seminar

Facilitated by: Kurt Glassman  
8:30 a.m. – 12:00 p.m. Sierra Madre North  
Free with full convention registration - \$25.00 without full convention registration.



What do we have in common besides flowers? For most of us it is family business. Let's be honest, dealing with family concerns often makes flower concerns seem like a bed of roses. We are very fortunate to own or run our family businesses, but there are a lot of issues that must be addressed for the continued health and wealth of your family business. The family business session will be facilitated by Kurt Glassman of LeadershipOne who will identify areas of concern and lead a panel of four top floral family leaders

who will discuss their family business. Each will address:

1. Family business ownership transfer.
2. Family business management transfer.
3. Working with family: Shareholder agreements, stocks, pay, managing family, in-laws and out-laws and all the other "fun" aspects of working with family.

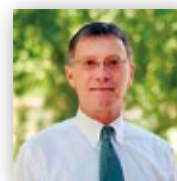
If you are a NORCAL member or guest with a full registration to Fun 'N Sun, please attend our seminar on July 20th from 8:30-12:00 at the Fess Parker. We encourage you to bring all your family as this information is as valuable for those in the business as outside the business.

There is no better business than a successful family business and few things worse than relationships ruined by family business disputes.

**\*Family Business Seminar Sponsor:**  
Kitayama Brothers, Inc.

### ❁ Legal Aspects of the Credit Application / What You Don't Know Can Hurt You

8:30 – 9:30 a.m. Sierra Madre South  
Presented by: John Samberg, Esq.,  
Samberg Law Offices, P.C.



What's on your credit application is more important than you may realize. The proper questions will help ensure you are paid consistently. The wrong questions could ruin your chances of enforcing payment. What is essential on your credit application and why



it is important? John will walk you through real stories and hypotheticals of credit application triumphs and disasters. You'll see how having certain information on your credit application can save your company time and money.

## ❁ **Credit Tips & Resources That Help Improve Your Bottom Line**

9:45 – 10:45 a.m. *Sierra Madre South*  
Presented by: Raul Mendoza, CMA



We all want to increase sales. Applying Raul's Credit Tips will help you increase sales without increasing credit risk. Find out what tools are available to you to help improve your credit decision process. Which free resources and information will help you sleep better at night (and which could cause nightmares). Learn about new ways to clear credit ratings, retrieve data and make faster decisions. Raul knows what is available now to help improve your company's bottom line, come learn a few tips that you can put to use right away.

## ❁ **Convention Ends**



### **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, white-washed red tile adobes, wrought-iron embellishments, vibrant tile work and tranquil fountains in harmony with 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).

### **Fess Parker's DoubleTree Resort Information**

633 East Cabrillo Boulevard  
Santa Barbara, CA 93103

Make Sure to ask for the Fun 'N Sun Convention Rate!

Rate: Single/Double \$183 + tax per night. In order to get the convention room rate reservations must be confirmed by deposit on or before June 23, 2013.



Rooms are on a first come, first served basis and are limited.

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**General phone: (805) 564-4333**

**Reservations only: (800) 879-2929**

**Reservations Fax: (805) 962-1814**

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Only 30 steps from the beach, with the Santa Ynez Mountains and the Pacific Ocean as its neighbors, Fess Parker's Doubletree is set on California's most beautiful coastline. The 24-acre resort offers 337 luxuriously appointed guest rooms and 23 deluxe suites—each offering a scenic view from their patio or balcony. Enjoy the beach, swimming pool, and exercise room. It also offers lighted tennis courts, a basketball court, spa treatments, putting green, and bicycle and inline skate rentals.

## Getting to Fess Parker DoubleTree

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### Directions coming north

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Take 101 North to Santa Barbara.

Exit the freeway at left exit 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 hotel lobby. Once you register, you can park closely to where your room is located.

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### Directions coming south

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Take 101 southbound to Santa Barbara.

Exit at Garden Street.

Turn right onto Garden St.

Turn left onto Cabrillo Boulevard

Turn left onto Calle Puerto Vallarta.

Turn left into the Doubletree Parking lot.

Come in the driveway, and head left, follow

the signs to the hotel lobby. Once you register, you can park closely to where your room is located.

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### Directions from the Santa Barbara Municipal Airport

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Turn Right out of the airport going Southeast on Fowler Road toward William L. Moffet PL.

Turn Right onto William L. Moffet Place. William 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 DoubleTree parking lot.

## Full Convention Program

Full Registration includes:

Wednesday Welcome reception cocktail party and dinner, Thursday night Flower Fair Pre-Show cocktail party and dinner, Friday Distinguished Service Award breakfast, Flower Fair and buffet lunch, all Friday educational seminars, Saturday continental breakfast, and all Saturday educational seminars.

## Weather

Santa Barbara boasts a year-round Mediterranean climate, with 300 average 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.

## What to Wear

Fun 'N Sun is known for its casual atmosphere. Bring only casual and comfortable clothes.

## Convention Flowers

We thank Armellini Industries for the use of their facility for the procurement of the convention flowers as well as providing floral transportation and storage services for the California Floral Convention this year.



We would like to thank Flower Empower, A Dream Foundation Program for helping with the post convention flower donation Program this year.

Flower Empower is a local program of the national-serving Dream Foundation, whose mission is to enhance the quality of life for individuals and their families facing a life-threatening illness by fulfilling a heart's final wish.

The volunteer-based, Santa Barbara program delivers hope and compassion in the form of beautiful bouquets to those that are in need. Several days each week, groups and volunteers gather at the local farmers' market and other designated locations, where they prepare dozens of arrangements using donated flowers. Volunteers then make deliveries to hospitals, hospices, cancer centers and personal residences. In addition to abundant bouquets, flower recipients enjoy fresh baked cookies, fine chocolates and cards handmade by school children. Visit our website at [www.dreamfoundation.org](http://www.dreamfoundation.org).

NORCAL would also like to thank Florabundance for the use of their truck and facilities for the flower donation program.



## Meet Our Design Team



### **Derrick Vasquez**

AIFD, Lead Designer

Derrick has been active in the floral and design industry since 1979. He serves as Director of Catering Sales & Special Events for the National Orange Show Event Center. Inducted into the American Institute of Floral Designers in 1984, he has since served in numerous leadership positions within AIFD, the Society of American Florists, and regional floral organizations. Derrick has been named one of California's Top Ten Designers by the California State Floral Association five times. He has been invited to participate on numerous Design Panels, Trade Shows, Open Houses and Allied Organizations throughout the United States and abroad. His designs have appeared in numerous trade magazines and have been featured at AIFD National Conventions and several Presidential Inaugural Balls.



### **Lori Novak**

AIFD

Lori Novak AIFD has been a member of the American Institute of Floral Designers since 1989. Lori has served on the AIFD National Board of Directors and is currently serving on the Southwest Regional board as Vice President. As the 2007 AIFD symposium program coordinator, Lori again will serve as the 2013 program coordinator in Las Vegas using her past expertise on this event. Lori has been invited twice to design for the Presidential Inauguration in Washington DC and has been a featured designer in many floral trade magazines.



### **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 sharing her design skills, creative techniques and marketing knowledge with her fellow florists. Japan, Korea, Colombia and Singapore have been part of her itinerary where she has been invited to consult, teach and present design programs.

As an instructor for the Long Island Retail Florists' Association Design School and the New York Botanical Garden Educational Program, she has been an active participant in furthering education in the floral industry. 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 and in 2008 she received the Tommy Bright Award for excellence in floral education and commentary.



### **Lynne Moss**

AIFD, PFCI, AAF

Lynne has owned her retail flower shop for over 36 years in Pratt, KS. She was inducted into AIFD in 1982 and served as National President, Membership Chair, South Central Chapter President and AIFD Symposium Coordinator. Lynne was inducted as an AIFD FELLOW, the highest honor given in AIFD. She also co-authored the AIFD Guide to Floral Design along with educators, special event designers and design consultants in AIFD. Lynne was a former AFS/Teleflora Education Specialist for almost 30 years.



### **Eddie Payne**

AIFD

Eddie is a native Floridian, has been an active member since his induction in 1983, he has served the membership in various positions from hosting 1988 Symposium in Orlando to Regional President, Membership Chairman, and was honored to serve as President of AIFD in 2005, serving AIFD for over 23 years, he currently CEO-Elect of the AIFD Foundation. He has been a retail florist for the past 35 years. He worked as Floral Chair for SAF, been staffed on the Fiesta Parade Floats Tournament of Roses Design Team, and the Charisma Floats Team that produces floral for the Oscars. He has worked the last several years with several China Export companies with product development of holiday floral, ornaments, table top and visual merchandizing. In January 2008 he sold his retail florist, only to purchase Brooksville Florist in December 2010. He still does retail!



### **Tom Simmons**

AIFD, CFD, CCF

Tom is from Palm Springs California where he is the owner of a floral decor and special event company, Three Bunch Palms Productions. Tom is a Past President of the American Institute of Floral Designers (AIFD), Coordinator for the Las Vegas Symposium as well as the Treasurer for the National Board of AIFD. He is also a member of the California State Floral Association and is a Teleflora Education Specialist. His work has been featured in several floral industry publications as well as consumer trend and news publications, like Bride and People magazine. Tom has a keen eye for color and a contemporary sense of style that translates to unique, extraordinary and amazing events, fulfilling his clients wishes.



### **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 South West Region of AIFD and the Committee Chair for AIFD's Career Development Program along with the procurement chair for this year's AIFD Design Symposium slated for Las Vegas, Nevada for 2013.

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