

CAL  FLOWERS™

California Association of  
Flower Growers & Shippers

# Fun 'N Sun

California Floral Convention

*July 29 - August 1, 2015*

*Monterey, California*

California Flowers - Growing for America

CAL FLOWERS™  
 California Association of  
 Flower Growers & Shippers  
**Fun 'N Sun**  
 California Floral Convention



Wednesday, July 29

**FUN 'N SUN GOLF TOURNAMENT**  
**Poppy Hills Golf Course**  
 (Optional Event)

8:00 a.m. – 4:00 p.m. – (10 a.m. Shotgun Start)  
 Busses will load in front of the Monterey  
 Marriott starting at 7:45 a.m. and will depart  
 promptly at 8:00 a.m.



Official Golf Tournament Sponsor

**Optional Event:** \$155.00 per player which includes box breakfast  
 & coffee bar before boarding the bus, BBQ Lunch, cart, range  
 balls and green fee.

Charter buses will whisk golfers to the course at 8 a.m. to hit  
 some practice balls and indulge at the pro shop.

Poppy Hills opened in 1986 as the Hilltop Course, tucked into the  
 forest of Pebble Beach. The land had been earmarked for a golf  
 course by Pebble Beach founder Samuel F.B. Morse. As demand  
 for amateur tournament golf grew, Poppy Hills complemented  
 Spyglass Hill, which still hosts many majors.

Poppy Hills became the first course to be owned and operated  
 by a golf association in the U.S. The Robert Trent Jones Jr.  
 design has since co-hosted the PGA Tour's AT&T Pebble Beach  
 National Pro-Am from 1991 through 2009, the Spalding Pebble  
 Beach Invitational four times NCAA men's championships.

Poppy Hills underwent an extensive renovation in 2013, with  
 Jones returning to reinvent the course, restoring each hole to  
 its natural elevation along the forest floor, softening doglegs  
 and contours, and rebuilding all 18 greens with bentgrass.

- OnTrac - Breakfast & BBQ Lunch Sponsor
- Dramm & Echter, Inc. - Hole #1
- Camflor, Inc. - Hole #2
- McConnell Wholesale Flower Shippers - Hole #3
- DV Flora - Hole #4
- WAFEX USA, LLC - Hole #5
- Mayesh Wholesale Florist, Inc. - Hole #6
- Coastal Nursery LLC; Monterey Bay Heather - Hole #7
- Commodity Forwarders - Hole #8
- Frank Adams Wholesale Florist - Hole #9
- Dramm & Echter, Inc. - Hole #10
- McConnell Wholesale Flower Shippers - Hole #11
- FedEx - Hole #12
- OnTrac - Hole #13
- Armellini - Hole #14
- Dos Gringos, A Flower Company - Hole #15
- McConnell Wholesale Flower Shippers - Hole #16
- Holland America Flowers, LLC - Hole #17
- Joseph & Sons, Inc. - Hole #18
- Dos Gringos, A Flower Company - Hole in One
- Holland America Flowers, LLC - Longest Drive
- Frank Adams Wholesale Florist - Closest to the Pin #1
- National Resource Management, Inc. - Closest to the Pin #2
- San Diego Wholesale Florists - Closest to the Pin #3

**Registration - 2:00 p.m. – 7:00 p.m. - San Carlos Foyer**

- **Beach Towel Sponsor:** Armellini
- **Hotel Room Key Sponsor:** Joseph & Sons, Inc.
- **Convention Tote Bag Sponsor:** Mellano & Company
- **Fun 'N Sun Program Book Sponsorship:** Central California Flower Growers, Inc.
- **Official Transportation Carrier for Fun 'N Sun:** Armellini
- **Official Hardgoods Sponsor:** Smithers-Oasis Floral

**All California Floral Display – San Carlos Foyer**

Wednesday, July 29 at 5:30 p.m. – Saturday, August 1 at 11:00 a.m.  
 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:**

- Alaska Air Cargo
- CallaCo
- Dos Gringos, A Flower Company
- Ever-Bloom, Inc.
- Florabundance, Inc.
- Frank Adams Wholesale Florist
- Kennicott Brothers
- Ocean View Flowers
- Pyramid Flowers, Inc.
- San Diego Wholesale Florist

### **Flower Food Sponsor:**

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

### **Welcome Reception Cocktail Party** - 5:30 p.m. - 7:00 p.m.

*San Carlos Foyer*

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

### **An Evening of Wine and Flowers**

**(Distinguished Service Award Dinner)** - 7:00 p.m. - 9:00 p.m.

*San Carlos Ballroom*

CalFlowers is honored to recognize Mr. Yoshimi Shibata, a leading California flower grower and industry figure for most of the 20th Century. Shimi's intelligence, skill, and "never give up" attitude enabled his family to overcome many pre-WWII racial and economic hardships. After WWII, Shimi used those same traits to build one of the largest flower companies of his era. The companies include the Mt Eden rose and mum pools of growers, mum propagation and breeding, and a dozen wholesale flower and supply stores.



Shimi gave his time liberally to industry and non-industry causes alike. He served as an officer or board member in WF&FSA, SAF, Roses Inc., California State Floral Assoc., American Floral Endowment, California Chamber of Commerce, The National Japanese American Historical Society, and Sumitomo Bank of California to name a few.

Known primarily as a deep thinker and master strategist, Shimi was generous with his knowledge and experience. He has been a friend, colleague, and mentor to many in the floral industry. Please join us to acknowledge Shimi for his many contributions to the California flower industry.



**Dinner Speaker:** *Butch Lindley*  
Monterey-based wine expert Butch Lindley will talk to dinner attendees about a business similar to that of CalFlowers - one that involves growing, support and shipping agricultural products. Lindley, a graduate of Cal Poly, Pomona, has worked in agriculture since 1975 and started his first business, J & L Farms with

a grower. That led to managing vineyards in the Salinas Valley, Modesto and Napa and at one point, his farm had more than 8,000 acres under production. Today, the farm is centered on grapes. In 1989, the partners started making wine themselves, running that business for 20 years. They sold the label and leased the winery a few years ago and today, he and partners operate Coastal Wine Services for the storage and shipping of not only wine but other beverages. Customers include winery wine clubs, which offer various types of wines on a monthly or other regular basis that are shipped out to consumers. As a provider of shipping and storage, Lindley is familiar with harvest and production cycles and flexibility to support client needs.

### **Welcome Reception Dinner Wine Sponsor:**

- Green Valley Floral

### **Welcome Reception Dinner Bar Sponsors:**

- CalMex Wholesale Growers & Shippers, Inc.
- Central California Flower Growers, Inc.
- Dramm & Echter, Inc.
- Fiorebella, Inc.
- S.F. Flower Mart LLC

Thursday, July 30

**Registration - 6:00 a.m. - 7:00 a.m.**

*Main Lobby - Marriott Hotel*

**Coffee Bar - 5:30 a.m. - 7:00 a.m.**

*Main Lobby - Marriott Hotel*

**Grower Tour (Optional Event)**

Buses depart at 6:30 a.m. - 3:30 p.m.

Buses will load in front of the Monterey Marriott

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

Grower Tour attendees will load the bus in front of the Monterey Marriott Main Entrance and head off to visit 5 of the local growing facilities. Each attendee will receive a box breakfast as they board the bus. **(Lunch will be served at Kitayama Brothers, Inc.)**

### California Pajarosa

California Pajarosa, the leading luxury cut-rose grower in America, has provided prominent florists, wedding planners and designers with spectacular roses that delight the most discerning clients for more than 30 years. We take pride in our incredible selection of rose types and colors, sustainable practices, and being 100% American grown.



The 55-acre facility in Watsonville is nestled against the foothills of the Santa Cruz Mountains, which offers a coastal microclimate ideal for producing quality roses on a year-round basis. Computerized greenhouses, fertilization systems, and a post-harvest grading machine control consistent production in our

760,000 square feet of greenhouses. All roses are closely monitored, as we cut and harvest each variety up to three times daily to achieve an optimal cut point. To maintain integrity with the special characteristics of each variety, we cut each at a different stage of development. This process ensures that California Pajarosa roses offer exceptional quality on a consistent basis. Attendees will enjoy a window into our operation as they tour.

### CallaCo

CallaCo is a division of Golden State Bulb Growers (GSBG); a family owned and operated company with over 100 years in horticulture. CallaCo is the largest supplier of calla lilies to the



wholesale and mass markets in the United States. Our central coast location provides an excellent environment for year-round production of high quality calla lilies and other seasonal flowers. Through GSBG's breeding program of Callaifornia Callas®, we have introduced over thirty cut calla varieties to the market. Crystal Blush and Garnet Glow are just two of the most popular colored callas we have introduced. Attendees will tour our colored calla lily and begonia breeding greenhouses, plant trials and cut flower bunching facility.

### CamFlor, Inc.

The Campos family established CamFlor in Watsonville, California in 1980 and now is one of the largest cut flower growing operations in California. The filtered sun and cooler temperatures of central California create the near-perfect environment for growing novelty cut flowers and greens, from staple items like stock



and delphinium to zebra grass and hundreds of items in between with stronger stems and superior quality. Our combination of open field and greenhouse production means that we can provide with consistent flow of quality fresh flowers on a year round basis. Each year the family has expanded and variety of product. Look forward to seeing you at the farm!

### Green Valley Floral

Nestled in the fertile valley of Salinas, California, Green Valley Floral offers bountiful rows of blooming roses, gerberas, and lilies. Greenhouses of 650,000 square feet produce more than 70 varieties of roses, more than 100 different gerberas and 15 unique gerrondo varieties. Green Valley Floral is the only licensed grower of David Austin roses in North America. The steady climate on the central coast provides the perfect environment for growing healthy and vibrant flowers all year long. Certified for sustainability, Green Valley Floral offers customers a good feeling about where their flowers came from and the knowledge they are supporting an environmentally and socially responsible business. Attendees will experience the beauty Green Valley Floral as they tour.



### **Kitayama Brothers, Inc.**

Kitayama Brothers is just not the name of our farm - it represents a tribute to the four brothers, Tom, Kee, Ray and Ted, that built this family business beginning 1949. Once the largest producer of carnations and roses in the U.S., we now grow a multitude of crops including gerbera daisies, oriental lilies, Asiatic lilies, snap dragons, lisianthus, mini callas, stock, iris and gardenias. Now, family members Robert, Scott, Stuart, Dennis and Dave each bring their expertise and personalities to our operation.



As you tour Kitayama Brothers, you will notice the multi-colored buildings that house our boiler rooms, maintenance shed, grading room, shipping area, and offices. We have two million square feet of greenhouses on 225 acres of land. The greenhouses are covered with either corrugated fiberglass or acrylic glass. Plants grow in sandy soil, which provides superb drainage, or hydroponically in coconut coirs. Our Mediterranean climate, sandy soil and cool ocean breezes allows us to grow high quality flowers.

The flower business is not without its challenges. With California's persistent drought, one of our goals is to conserve water. After years of using wells to hydrate the nursery, we added recycled water and rain harvest systems. The water in hydroponic troughs is captured and recycled through filters and reused. Rainwater is piped to a lined pond for irrigation. Much of the nursery is on a computer-controlled drip system to feed the plants only when needed. To avoid the use of strong soil chemicals, we do a constant crop rotation that also preserves nutrients in the soil. We hope that you enjoy the tour.

### **Grower Tour Luncheon Sponsor:**

- Kitayama Brothers, Inc.

### **Grower Tour Sponsors:**

- California Pajarosa Floral
- CallaCo
- Camflor, Inc.
- Green Valley Floral
- Kitayama Brothers, Inc.

### **Grower Tour Bus Sponsor:**

- Komet Sales

**Registration** - 4:00 p.m. - 7:00 p.m.  
Portola Lobby - Monterey Conference Center

**Thursday Night Flower Fair Pre-View Cocktail Party**  
5:30 p.m. - 7:00 p.m.  
Serra 1 - Monterey Conference Center

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:**

- Priority One Flower Shippers, Inc.

### **"A Sea of Possibilities", A Night at the Aquarium**

**7:30 p.m. - 10:30 p.m.**

**Buses will begin boarding at 7:00 p.m.**

**Presented by:**



### **Off Site @ The Monterey Bay Aquarium**

Join us for "A Sea of Possibilities" - A Night at the Aquarium. This fun ocean inspired evening will take place in the amazing Monterey Bay Aquarium hosted by FedEx. Dine seated at tables by the Aquarium's million-gallon Open Sea exhibit—a mysterious and mesmerizing world where tuna and sharks speed past, sardines swirl in huge, glittering schools, and sea turtles swim lazily across the 90-foot window. For an enchanted evening, enjoy a strolling dinner in the Open Sea galleries and drift away with the jellies.



### **Sea Flower Bar**

7:30 p.m. - 9:00 p.m.

*Produced by: California State Floral Association*



When you arrive at the aquarium stop by the *Sea Flower Bar* where a talented team of creative designers provided by the California State Floral Association and led by the dynamic husband and wife design team of Tony and Debbie Alvarez AIFD, CCF, EMC will deck you out in splashy, wearable floral creations to enhance your evening at the aquarium.

Friday, July 31

### **Registration:**

San Carlos Foyer - 7:30 a.m. - 10:30 a.m.  
Portola Lobby (Monterey Conference Center)  
10:30 a.m. - 3:30 p.m.

**Continental Breakfast - 7:30 a.m. - 9:15 a.m.**  
San Carlos Ballroom

**Continental Breakfast Sponsor:**  
Robert Mann Packaging, Inc.

## All Educational Sessions:

1st session starts at 8:00 a.m. - 9:00 a.m.

2nd session starts at 9:15 a.m. - 10:15 a.m.

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

### Future Flower Trends

Presented by: J Schwanke

Ferrante 1 - Monterey Conference Center



It's time to get out the crystal ball... Rest Assured- it's all about the Flowers as J Schwanke shares established and emerging Trends, Colors and Design for Flowers! As author of the uBloom Trend Synthesis (featuring the latest Flower Trends and Color Palettes)... You'll experience current and future trends for flowers and develop your own

trend forecasting skills. Learn how to cash in on established trends and gear up for New ones in our Amazing Flower World! Each Attendee will get a copy of the 2015-2016 uBloom Trend Report for their very own (\$20 Value)-compliments of CalFlowers.

### Future Flower Trends Sponsor:

• Pyramid Flowers Inc.

### Future Flower Initiatives

Presented by: Brad Denham / Arizona Family Florist

Ferrante 2 - Monterey Conference Center

Is it possible to increase the flower buying patterns of American consumers? It is more than a possibility - attend this session and learn how collaboration between CalFlowers, Asocolflores and CalFlowers' member Arizona Family Florist did just that. Brad Denham, owner of Arizona Family Florist and SAF's 2012 Marketer of the Year, shares the game changing Women's Day campaign efforts, teaming with sponsors CalFlowers & Asocolflores. Brad will reveal the strategy and major campaign components of the Women's Day initiative that increased sales to 38 local Arizona florists as much as 16% year over year! He will also share detailed 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. In addition, we will seek input from CalFlowers members about other types of



collaborative marketing initiatives that can be proposed to the nine other floral industry associations we are currently working with.

### Future Flower Crops of California

Presented by: Ball Seed & Flamingo Holland Inc.

(Joaquin De la Torre, Managing Partner & Lourdes Reyes-Marketing Director-Ball Seed)

(Robin Van der Schaaf - Flamingo Holland Inc.)

Ferrante 3 - Monterey Conference Center



Are you thinking about growing new flower products? Representatives from Ball Seed and Flamingo Holland will provide insights into emerging new varieties.

Ball Seed will concentrate on commercial and new varieties of summer flowers: Gyp, Brassicas, Aster, Dianthus, Lisianthus, Delphiniums, Limonium, Sunflowers, Snapdragons, Stocks and Campanas. Flamingo Holland will present on Lily breeding and Lily bulb production in Holland and Chile, as well as introductions of OT Hybrids and Rose Lilies into the U.S. market.

### Fresh & Guaranteed: Certified American Grown

Presented by: Kasey Cronquist, CCFC CEO

Colton - Monterey Conference Center

The momentum for locally grown flowers is real. Consumers, brides and designers are increasingly seeking homegrown blooms and for the second year in a row, TheKnot.com's annual Dream Wedding will be Certified American Grown.

### What's going on?

We've asked California Cut Flower Commission's CEO & Ambassador Kasey Cronquist to help answer this question and explain how the recently launched Certified American Grown campaign plans to capture the hearts and minds of

American consumers and retailers everywhere. Already proving to increase sales and certifying hundreds of millions of stems in 2015, learn how this new campaign is providing the guarantee that has the industry talking, retailers asking and consumers buying.



**Fresh & Guaranteed: Certified American Grown Sponsor:**

- CCFC

**Flower Fair** - 10:30 a.m. - 4:00 p.m.

*Serra 1 - Monterey Conference Center*

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 network and uncover the newest varieties and strengthen business relationships available from California growers. Lunch and refreshments are provided for this event.

**Flower Fair Soft Drink Station & Bar**

- Camflor, Inc.

**Flower Fair Buffet Lunch** - 12:00 p.m. - 1:30 p.m.

*San Carlos Ballroom*

**Flower Fair Buffer Lunch Sponsor:**

- California Flower Shippers, Inc.
- Myriad Flowers International, Inc.

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

Saturday, August 1

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

*San Carlos Foyer*

**Continental Breakfast** - 7:00 a.m. - 8:30 a.m.

*San Carlos Foyer*

**Continental Breakfast / Coffee Bar Sponsor**

- A&M Flower Growers, Inc.

**Family Business Seminar** - 8:30 a.m. - 11:00 a.m. *Facilitated by:*

*Kurt Glassman*

*San Carlos Ballroom*

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 transition.
2. Family business management transition.
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.

We encourage you to bring all of 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.

End of Convention

ABOUT MONTEREY



Imagine a destination that inspires and enriches with its stunning natural beauty and abundance of one-of-a-kind activities.

Known as the greatest meeting of land, sea and sky, magnificent Monterey County is teeming with iconic California experiences. Situated between the Gabilan Mountains and the Pacific Ocean, this postcard peninsula boasts 99 miles of pristine coastline and a calm climate that makes a road trip down iconic Highway One,

finding a new favorite wine at more than 40 exclusive tasting rooms, or cozying up around a bonfire on the beach at sunset, a perfect prospect anytime of year. Monterey enjoys an average temperature of 66 degrees.

By paddle, pedal, foot or golf cart, there are ample opportunities to move and do. Voted one of the top ten wine destinations in the world, Monterey County has more than 40,000 acres of plush vineyards, 26 championship golf courses; including the legendary links at Pebble Beach, and the Monterey Bay National Marine



Sanctuary which offers the most spectacular wildlife viewing on the planet - and there is no better way to meet the fascinating animals from the "Serengeti of the Sea" than at the Monterey Bay Aquarium on world-famous Cannery Row.

Located between the California hubs of Los Angeles and San Francisco Monterey County serves as the West Coast mecca for art music and food, and gives an opportunity for millions of travelers each year to grab life by the moments.

## MARRIOTT MONTEREY

Marriott Monterey  
350 Calle Principal  
Monterey, CA 93940

**Make Sure to ask for the Fun 'N Sun Convention Rate!**  
**Rate: Single/Double \$189 + tax per night for single/double**  
**Discounted rooms are limited. Don't wait to reserve!**

To reserve your rooms online using our passkey go to:  
**<https://resweb.passkey.com/go/funnsun2015>**

The discounted room rate of \$189, is effective until the cutoff date of Wednesday, July 8th 2015, based on availability in the Fun 'N Sun room block.

General phone: (831) 649-4234  
Reservations only: (877) 901-6632  
Reservations fax: (831) 375-4313

The Monterey Marriott hotel in the heart of historic downtown is just steps from the Monterey Peninsula, making it an ideal choice

for business and leisure travelers. Enjoy recently renovated, smoke-free guest rooms featuring beds topped with luxurious cotton-rich linens and plenty of fluffy pillows. Business travelers appreciate our hotel's high-speed wireless Internet access and well-equipped business center. The hotel offers two convenient on-site restaurants and professional catering services. A heated outdoor pool, whirlpool and fitness center with LCD screens on all cardio equipment are additional amenities that make our Monterey hotel an exceptional place to get away.

## GETTING TO THE MONTEREY MARRIOTT

### From the north (San Jose/San Francisco/Oakland)

- US-101 South toward Los Angeles
- 40.3 mi At exit 336, take ramp right for CA-156 West toward Monterey Peninsula Valero on the corner
- 0.5 mi Keep straight onto CA-156
- 6.0 mi Keep straight onto CA-1 S
- 11.8 mi At exit 402B, take ramp right for Del Monte Ave toward Pacific Grove Pass Valero in 1.4 mi
- 2.1 mi Turn left onto Calle Principal

### From the Monterey Peninsula airport

- Depart Fred Kane Dr toward Olmsted Rd
- 0.2 mi Road name changes to Olmsted Rd
- 0.2 mi Turn right onto CA-68 / Monterey Salinas Hwy (Comfort Inn on the corner )
- 1.2 mi Take ramp left
- 0.2 mi Keep straight onto CA-68 / Monterey Salinas Hwy
- 0.2 mi Take ramp left and follow signs for CA-68 West / CA-1 South
- 0.4 mi Take ramp right toward Monterey
- 0.3 mi Keep straight onto Fremont St
- 0.6 mi Bear right onto Munras Ave (Denny's on the corner )
- 0.2 mi Bear left onto W Pearl St, and then immediately turn right onto Calle Principal





## FULL CONVENTION PROGRAM

**Full Registration includes:** Wednesday Welcome reception cocktail party and Distinguished Service Award dinner, Thursday night Flower Fair Pre-Show cocktail party and Aquarium dinner, Friday continental breakfast, Friday educational seminars, Flower Fair and buffet lunch, Saturday continental breakfast, and Saturday Family Business seminar.

## 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 providing floral transportation and storage services for the California Floral Convention this year.



We thank CallaCo for the use of their facilities to procure the flowers prior to being shipped to the convention.



## Designer Bio's

### Derrick Vasquez AIFD - Lead Designer

Derrick serves as Director of Catering Sales & Special Events for the National Orange Show Event Center and is Design Event Planner for Special Events.



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 has received the Award of Fellow to the American Institute. He is currently the president-Elect 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 five 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 for his work have been featured at AIFD National Conventions in Dallas, Texas where he was featured in a Wedding Extravaganza. He has also recently participated on the George W. Bush Inaugural in DC this January, as did he in the previous George Bush, George W. Bush and Bill Clinton Presidential Inaugural Floral Design teams.

### 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 PFCI, Professional Floral Communicators International and has served as its chairman. 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 cross 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.

For the past eleven years Susan has taught at the Teleflora Education Center, and has taught American floral designs internationally in Taiwan, Japan, and Korea. Susan also relocated to China for a year while working as one of the designers who created product development.

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

From 1990 through 1999 Susan served on the National Board of Directors including serving as National president of AIFD.

Currently she is on the Southwest Regional Board of Directors of AIFD, and 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.



She has designed and educated her peers throughout the United States, as a former Educational Specialist for Teleflora. 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 & 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

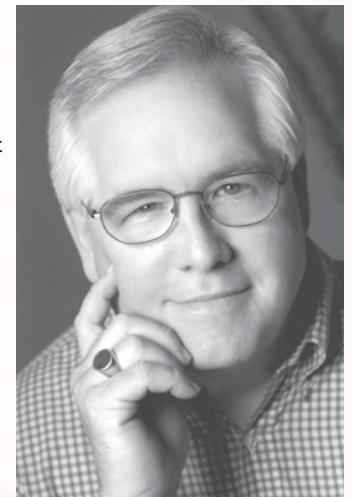
A floral design career of 35 years, Lori has designed for many floral events including two Presidential inaugurations. Lori has been a member of the American Institute of Floral Designers since 1989 and has served the leadership as National Symposium Program Coordinator in 2007 and 2013. Lori is currently serving AIFD as their

National Symposium Chairperson for 2016 in Orange County.

Lori has been part of the Fun 'N Sun floral design team for many years enjoying the amazing and beautiful product that is provided for the convention. She continues to look forward to working with this great design team and the involvement of all the California Growers for another great convention.

## Eddie Payne AIFD

Eddie is the owner of Brooksville Florist in Brooksville, Florida. A native Floridian, except for a short four years 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 and as President in 2005. Eddie was bestowed a FELLOW of the Institute, AIFD's highest award to its Members, and currently serving the AIFD Foundation as the new CEO. Eddie has worked for Fiesta Parade Floats, Charisma Productions on the Academy Awards, worked as a Product Development Designer for several companies in Hong Kong on Christmas and seasonal products.







# Fun 'N Sun

California Floral Convention

*July 29 - August 1, 2015*

*Monterey, California*

CAL  FLOWERS™

California Association of  
Flower Growers & Shippers

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