

# NORCAL

## California Association of Flower Growers & Shippers

Presents:

### Membership Makes A Difference 2009

#### Registration

Orchid Foyer

8:00 a.m.—9:00 a.m.

#### Networking Breakfast

Orchid Terrace

8:00 a.m.— 9:00 a.m.

#### Round Table Discussions

Orchid

9:15 a.m.—12:00 p.m.

Join your fellow industry members for a unique set of discussions using a small-group, "round table" format that cycles through current industry issues and concerns that impact your business.

Here are just a few of the topics that will be discussed:

- Rethinking the California Floral Convention
- Promoting and Marketing California Flowers
- The North / South Axis in California
- Exploring the New Model for Transportation
- Enhancing the Value of NORCAL Membership
- Geographic Expansion of the Association

#### Member Appreciation Lunch

Orchid Terrace

12:15 p.m.—1:30 p.m.

#### NORCAL Presentation

(While attendees enjoy lunch)

Orchid Terrace

12:15 p.m.—1:30 p.m.

#### Vendor Reception

Iris

1:30 p.m.— 3:30 p.m.

During this reception, members will have the opportunity to meet face-to-face with Association vendors, including transportation carriers, packaging and floral suppliers, and other affiliated organizations, and ask them questions about their products and services. Complimentary desserts will be served and a cash bar will be available for members to finish off the day in style.

#### NORCAL Golf Outing (Optional)

4:00 p.m. till Dark

Come join your fellow members for a round of golf after the Member Meeting. Test drive the La Costa Golf Course with an "All you can play before dark," round.

*(\$100 per player, includes: greens fee, shared cart, practice range, professional scoring and putting contest)*



TUESDAY, AUGUST 11TH

CARLSBAD

LA COSTA RESORT & SPA

#### GENERAL INFORMATION

##### La Costa Resort & Spa

2100 Costa Del Mar Road

Carlsbad, CA 92009

800-854-5000



**\$199.00 + tax room rate (Single/Double)**

##### Directions and Travel Options

**From Los Angeles:** Take I-405 South to I-5. Continue south to La Costa Avenue exit. Turn left (east) onto La Costa Avenue. Drive approximately 1.5 miles to El Camino Real, and turn left (north). The entrance to La Costa is approximately a quarter-mile on the right-hand side.

**From San Diego:** Head North on I-5 to La Costa Avenue exit. Turn right (East) onto La Costa Avenue. Drive approximately 1.5 miles to El Camino Real, and turn left (north). The entrance to La Costa is approximately a quarter-mile on the right-hand side.

**From Carlsbad (CLD) Airport:** Left turn East at Camino Vida Roble onto Palomar Airport Road (CR-S12 East). Drive approximately 1.11 miles and Turn Right on El Camino Real (CR-S11 South). Continue driving for 2.6 miles. Turn Left on Arenal Road. Turn Right on Estrella De Mar Road and make a Left on Costa Del Mar Road.



**NORCAL**

California Association of Flower Growers & Shippers  
"Serving the Floral Industry Since 1941"

**For more information contact our office:**  
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