

February 14, 2011

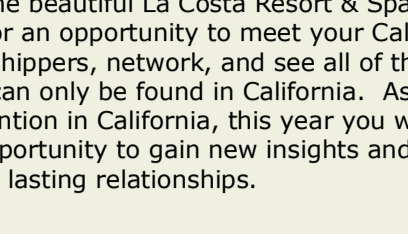
NORCAL NEWS

Volume 3, Issue 7



"California Association of Flower Growers & Shippers"

*Our Mission Statement:
"To get more flowers from California to their destination fresher and faster"*



Special Convention Room Rate

Join us at the beautiful La Costa Resort & Spa in Carlsbad, California for an opportunity to meet your California flower growers & shippers, network, and see all of the hot new items that can only be found in California. As the premier floral convention in California, this year you will have a fantastic opportunity to gain new insights and develop and re-establish lasting relationships.

Convention Room Rate & Special

\$199.00 per night / Buy 3 nights get 1 night FREE

If you purchase 3 room nights at La Costa for the dates of July 20-23, you will receive your 4th night free, compliments of NORCAL.

Please note that all room reservations must be made no later than May 15th, and you must be a registered attendee at the California Floral Convention in order to receive your free room night.

La Costa Resort & Spa

2100 Costa Del Mar Road

Carlsbad, CA 92009

Reservation Line: (800) 854-5000

Reservation Fax: (760) 931-7569

Website: www.lacosta.com

Click here to download the La Costa Resort & Spa Room Reservation Form.

Click here to download the Room Rate & Special Ad

Some of this year's convention highlights are:

- The largest All California Floral Display and Floral Exhibits available in one location
- Wednesday Golf Tournament at the luxurious Morgan Run Resort & Club in Rancho Santa Fe, CA.
- Grower Tour
- California State Floral Association Presents: "A Gatsby Wedding" - Flowers Inspired By The Era That Gave Us Moderne.
- Thursday Night Flower Fair Pre-Show & Cocktail Party
- Back by popular demand: "Fun 'N Sun Sports Zone Party"
- Meet your vendors at the California Flower Fair
- Industry Educational Sessions
- Come take advantage of the many networking opportunities with your wholesale peers that will help you navigate today's markets.

Start making your plans today to attend this special event. California flowers offer unparalleled freshness, quality and variety.

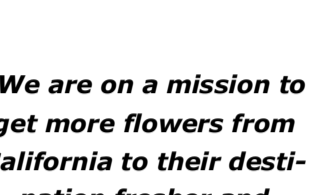
Registration packets will be mailed out in April!

If you have questions please contact our office at: (831) 479-4912 or visit our website for more information: www.cafgs.org

Transportation Corner By Chris Johnson

This week's Transportation News!

Next week, the NORCAL News will be getting a fresh update with a new look and feel. It has been over 2 years since the NORCAL News began, and we believe that it's time to update things a bit to keep up with our ever expanding membership. The new format will offer a lot more room and flexibility with stories and photos, as well as the latest multimedia tools. With regards to content, we will continue to offer members the opportunity to be showcased as our Feature Member of the Week, so if anyone would like to tell their story, we welcome member input. We are also developing a new section on weekly crop updates. If you have any information that you would like posted, just let us know. So, keep an eye out for next week's NORCAL News and let us know what you think. Members can drop me a line at chris@cafgs.org or call more information 760-533-5580.



NORCAL

*"California Association of
Flower Growers & Shippers"*

2901 Park Ave. Suite D-3

Soquel, CA 95073

Phone: 831-479-4912

Fax: 831-479-4914

Website: www.cafgs.org

**"We are on a mission to
get more flowers from
California to their desti-
nation fresher and
faster".**

2011 California Floral Convention, FUN 'N SUN WEEKEND® COMES TO CARLSBAD, CA!

Soquel, CA, January 25, 2011 --- 2011 California Floral Convention, Fun 'N Sun Weekend® is heading south, to the beautiful city of Carlsbad! Known as "The Village by the Sea," Carlsbad offers the charm of a European town 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 variety of unique events and activities, from street fairs to art walks. You are only steps away from clean, un-crowded beaches for swimming, sun bathing and surfing as well as beautiful lagoons for fishing, bird-watching and nature hikes. Venture further to discover the unique destinations of LEGOLAND® California and SEA LIFE Aquarium or other nearby attractions of San Diego and Los Angeles.

This year's California Floral Convention, Fun 'N Sun Weekend® will be held **July 20-23, 2011**

at the La Costa Resort & Spa in sunny Carlsbad, CA.

This will also mark the **20 year anniversary** of our convention.

Nestled among the beautiful coastal foothills of Carlsbad, CA., north of San Diego, La Costa Resort and Spa boasts the 43,000 square-foot Spa at La Costa, 552 spacious and well-appointed guestrooms and 76 deluxe one- and two-bedroom suites, a Clubhouse with a fitness center, two acclaimed restaurants - Legends and BlueFire Grill. The entire resort, linked by walkways and washed in color by lush vegetation and gardens, enjoys a village-like ambience.

La Costa Resort and Spa is proud to be named the No. 4 spa in the Continental United States and Canada in Travel + Leisure's "World's Best Spas" readers' poll. The Spa creates an environment in which guests feel connected to nature whether they are indoors or out.

In addition, guests have the opportunity to indulge in a variety of interactive water experiences in the outdoor spa courtyard, including a lounge pool, sunbathing areas and an invigorating Roman Waterfall shoulder pounding massage to relieve tense muscles. The spa also features private men's and women's wet areas complete with steam, sauna, whirlpool, cold plunge, showers and luxurious lounges.

NORCAL, California Association of Flower Growers & Shippers has attained the incredible room rate of \$199 per night!

California Floral Convention, Fun 'N Sun Weekend®, was created 20 years ago by the NORCAL, California Association of Flower Growers & Shippers as a forum to showcase the best in California flowers. Over the years, the convention has grown into the premier floral event in California.

More information regarding the convention will be coming out shortly.

For more information, contact NORCAL / CAFG&S office at (831) 479-4912 or visit us on the web at www.cafgs.org. For more hotel information, visit www.lacosta.com.



Member Invitation

We want to reach out to all of our California Floral members and offer them the opportunity to tell their story in the NORCAL News. We will showcase the member as the feature article each week and will look to give an opportunity to each member who would like to participate. Topics are open and flexible. Members can discuss their companies, product specials, seasonal offerings, history, industry news, company philosophy, employees...anything really that you would want fellow members to enjoy and/or know about. We have over 580 members nationwide, so your story will be widely read and best of all it's FREE. It's just one way that we can show our appreciation to the members who support the Association. For more information and to get on the NORCAL News schedule, please contact me at chris@cafgs.org.