



California Association of
Flower Growers & Shippers

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Going Social...

Members, please follow us on Instagram @CalifFlowers and hashtags #CalFlowers. Watch for event or news-specific hashtags. And we welcome your photos! Please share with Anne Price at anne@cafgs.org.

Upcoming Events

- [Petal It Forward](#)
October 7, 2015
NYC • Flower Promotion

"More Americans, Enjoying More Flowers, More Often"

The Board of Directors, at its September meeting, approved a recommendation made by the Marketing Committee to adopt a high level aspirational theme to guide and direct CalFlowers' promotional goals and activities beginning this coming year. The theme takes direct aim at the goal of increasing flower enjoyment and consumption in the U.S. market.

The theme carries a focus and a direction – an aspiration for what the U.S. flower market could become. How are we going to get there? Through trial and experimentation. We will actively engage other floral industry associations in projects to achieve this goal. We also welcome ideas and member energy to make this a reality. You'll be seeing reference to this theme in the projects and programs supported by CalFlowers beginning this year.

Fun 'N Sun 2015 a HUGE Success!



The 2015 event is now in the history books as a huge success according to attendees. The post event attendee survey was completed by a third of the 311 registered attendees. Read a high level summary of their satisfaction – [click here](#).

We are very grateful to those who took the time to complete the survey. We continue to study the feedback for ways to improve this signature event, but also

- [Calif Flora 2015](#)
October 10 - 11, 2015
Sacramento, CA
- [WF&FSA Annual Conf.](#)
October 21 - 23, 2015
Miami, FL
- [ProFlora](#)
October 28 - 30, 2015
Bogota, Colombia
- CalFlowers Board of Directors
December 1 - 2, 2015
SF Bay Area
- [World Floral Expo](#)
March 9 - 11, 2016
Los Angeles, CA

CalFlowers News

Our goal is to communicate on a monthly basis with the membership and interested parties about recent past and upcoming events, program updates, and general information about how CalFlowers is engaging in the industry on behalf of the membership.

to be sure to retain what so many find special about Fun 'N Sun. We're already making plans for Fun 'N Sun 2017.

World Floral Expo 2016 Aiming High



The incredibly successful World Floral Expo of 2015, is returning to Los Angeles Convention Center from March 9 - 11, 2016. In 2016, CalFlowers members are being offered an unbeatable opportunity to exhibit. Basically, a CalFlowers grower member (including our new out-of-state grower members) receives a 10' x 10' exhibit booth for just the registration fee of \$75.00! See for yourselves: [WFE 2016 Information Page](#)

Board Elections

At its September meeting, the Board of Directors accepted the Nominating Committee's proposed slate of nominees to stand for election for three open board positions. The terms are for three years and will begin at the December 2015 board meeting. Ballots have been sent to the primary representatives for each Floral Member company. The candidates are:

- Joe Ortiz (Joseph & Sons)
- Frank Biddle (Frank Biddle International)
- Ivor Van Wingerden (Ocean Breeze)

The balloting period closes October 23rd. If you are a primary representative from a Floral Member and you missed the ballot, please contact Michael LoBue at lobue@cafqs.org.

Bylaws Amendment

The Board of Directors is also seeking members' support for a correction to the Association's bylaws. This ballot measure is included with the Director elections (see above). The Association's current bylaws contain a conflict as it relates to filing vacancies on the Board. The conflict arose when the bylaws were last amended (January 2014) when the conflicting clause was not removed from an early draft of the proposed amendments. This oversight was not discovered until a recent review of the bylaws. The specifics of the amendment are spelled out in the ballot sent to primary representatives.

New Members

In June and August we were pleased to welcome the following new CalFlowers members:

Associate Floral Members

American Floral Wholesale
Mobile, AL

Ball SB LC
Miami, FL

Best in Bloom, Inc.
Syracuse, NY

Winston Brothers, Inc.
(dba: Winston Flowers)
Boston, MA

Wolfe Wholesale Florist
Waco, TX

Associate Growers

Cool Cache Farms, LLC
Kenai, AK

Joslyn Peonies, LLC
Homer, AK

Peterkort Roses, LLC
Hillboro, OR

Puyallup Valley Flower
Sumner, WA

Associate Service

Soliculture Incorporated
Scotts Valley, CA

Transportation

- After 8 years of excellent service as our CalFlowers FedEx Sr. Account Manager, Rick Perkowski has accepted a new position at FedEx International Services. We will certainly miss Rick and we wish him great success. We now have a new FedEx Account manager that many of you met at Fun 'N Sun this year in Monterey. Marni Serlin comes to us with 30 years of FedEx sales experience and is excited to take over for Rick. We would like to welcome Marni to our industry and encourage members to reach out for any high level assistance needed. Marni can be reached at marni.serlin@fedex.com or at 650-387-9112.
- We have a new Special Accounts Rep (SAG) at OnTrac. Robert Klein can help members with tracking, late deliveries, and a whole variety of items that our shippers may need. Robert can be reached at 800-334-5000 x3107 and at rklein@ontrac.com. Additionally, if Robert is not available, just

press the 9 button on your phone when calling 800-334-5000. An OnTrac Customer Service Representative will answer immediately.

In other OnTrac news, as a rule of thumb, we do not recommend using "Residential Signature Required" unless you know your customer is going to be home at time of delivery. OnTrac cannot leave the shipment without a signature and delivery delays can occur.

Welcomes & Goodbyes



We are thrilled to welcome Cindy Mellem to the CalFlowers team. Cindy is responsible for accounting and financial reporting activities for both the association and the wholly-owned subsidiary. Cindy joined the staff in August 2015, bringing 20+ years experience as a professional accountant. Her experience includes owning a small business, non-profit accounting and as an auditor for Deloitte. Cindy also holds an MBA from San Jose State University.



Mike Crosby left the CalFlowers' Board of Directors in August as a result of his departure from The Sun Valley Group. We are all very optimistic that Mike will soon rejoin the California floral industry in a different capacity. Mike's considerable contributions to CalFlowers over many years were the result of his 40 years of floral industry experience. Mike served on the CalFlowers Board of Directors since 2004, as president, treasurer, at-large director and he brought effective leadership to a number of transportation initiatives. In fact, Mike will continue as a liaison to the Box Standardization initiative as it moves into its next phase. ***Thank you, Mike for all you've done for the California floral industry.***