

The Inn at Spanish Bay™



* Picture by Joann Dost

THE INN AT SPANISH BAY™

2700 17-Mile Drive
Pebble Beach, CA 93953
(800) 877-0597
[Website](#)

Online Reservations

Group Rate

\$399 per night

A deposit equal to each room night plus tax will be charged when the reservation is received.

Resort Fee: \$28 (Covers gratuity for Front Desk, Concierge, Porter Valet, Bellman, Housekeeping, and Resort Shuttle)

Cancellations made after February 23rd will result in forfeit of deposit, plus additional nights cancelled.

Room block closes ***February 23rd***, however you are urged to make your reservations as soon as possible!

Parking

Complimentary Valet Parking

Check-in: 4 p.m.

Check-out: noon



For More Information & Questions:
California Fresh Fruit Association
(559) 226-6330 or cffa@cafreshfruit.com

Nestled among majestic Monterey pines—and fronted by a Scottish-style links golf course that touches some of the most breathtaking coastline in the world—The Inn at Spanish Bay™ is an idyllic retreat. While at The Inn, dine at your choice of fabulous onsite restaurants. Stroll along the seaside boardwalk and discover hidden coves and sandy beaches. Play at any of the renowned golf courses, pamper yourself at the resort's award-winning Spa and enjoy access to the private, members-only The Spanish Bay Club™ Tennis Pavilion

Convenience & Comfort

- Personalized escorts to guest rooms
- Honor Bar including select complimentary items
- In-room coffee and tea
- Complimentary wireless internet
- 300-thread-count Egyptian cotton sheets
- Two plush bathrobes
- 24-hour room service
- Complimentary nightly turndown service

Exploration & Entertainment

- Complimentary entertainment with nightly bagpiper at The Inn at Spanish Bay
- Courtesy transportation between the three resorts and golf courses
- Complimentary Lexus test-drive (2 Hour Maximum)
- Golf reservations can be made 18 months in advance. Tee time includes complimentary use of a golf cart
- Access to private health clubs
- Access to premier Spa

Dining

The hotel has many options for dining on property. For more information, click [here](#) and be sure to make reservations early. Our group is known for selling out the restaurants during Annual Meeting.



82nd Annual Meeting

The Inn at Spanish Bay™

Schedule of Events

*Picture by Joann Dost

Sunday, March 25, 2018

1:00 p.m. to 4:00 p.m.	EXECUTIVE COMMITTEE MEETING <i>*Invitation Only</i>
6:00 p.m. to 7:30 p.m.	CHAIRMAN'S WELCOME RECEPTION ~ Business Attire (coat and tie)
7:30 p.m. to 10:00 p.m.	Past Chairman's Dinner <i>*Invitation Only</i>

Monday, March 26, 2018

7:00 a.m. to 8:00 a.m.	CONTINENTAL BREAKFAST ~ Business Casual Attire
8:00 a.m. to 10:00 a.m.	INDUSTRY WORKSHOP ~ Business Casual Attire
10:00 a.m. to 11:00 a.m.	ANNUAL MEMBERSHIP MEETING ~ Business Casual Attire <i>All grower, shipper, marketer and associate members are encouraged to attend</i>
11:00 a.m. to Noon	ANNUAL MEMBERSHIP LUNCHEON ~ Business Casual Attire <i>All registered attendees are encouraged to attend</i>
12:30 p.m. to 6:00 p.m.	MILA CARATAN MEMORIAL GOLF TOURNAMENT ~ Golf Attire (soft-spike shoes)
1:00 p.m. to 5:00 p.m.	MONDAY AFTERNOON ACTIVITIES ~ <i>Pre-registration is required</i>
7:00 p.m. to 9:00 p.m.	SUPPLIERS PARTY ~ Business Casual Attire (coat optional, no tie required)

Tuesday, March 27, 2018

7:00 a.m. to 8:30 a.m.	CONTINENTAL BREAKFAST ~ Business Casual Attire
8:30 a.m. to Noon	BOARD OF DIRECTORS MEETING ~ Business Casual Attire

Annual Meeting Registration & Hospitality Suite - Muirfield Room

Sunday: 11:00 a.m. to 4:30 p.m. - **Monday:** 7:30 a.m. to 8:30 a.m. and 10:00 a.m. to 4:30 p.m.

Please join us during Hospitality Suite hours where staff will provide you with an Annual Meeting Program, Ladies Gift, Golf Pairings, Monday Afternoon Activity Information and answer any questions you may have.

ANNUAL INDUSTRY WORKSHOP



*Picture by Pebble Beach Company

Dr. Henrik Christensen



Dr. Henrik I. Christensen is the Qualcomm Chancellor's Chair of Robot Systems and a Professor of Computer Science at Dept. of Computer Science and Engineering UC San Diego. He is also the director of the Institute for Contextual Robotics. Prior to UC San Diego he was the founding director of Institute for Robotics and Intelligent machines (IRIM)

at Georgia Institute of Technology (2006-2016).

Dr. Christensen does research on systems integration, human-robot interaction, mapping and robot vision. The research is performed within the Cognitive Robotics Laboratory. He has published more than 350 contributions across AI, robotics and vision. His research has a strong emphasis on "real problems with real solutions". A problem needs a theoretical model, implementation, evaluation, and translation to the real world. He is actively engaged in the setup and coordination of robotics research in the US (and worldwide). Dr. Christensen received the Engelberger Award 2011, the highest honor awarded by the robotics industry. He was also named the "Boeing Supplier of the Year 2011" while at Georgia Tech.

Dr. Christensen is a fellow of American Association for Advancement of Science (AAAS) and Institute of Electrical and Electronic Engineers (IEEE). He received an honorary doctorate in engineering from Aalborg University 2014. He collaborates with institutions and industries across three continents. His research has been featured in major media such as CNN, NY Times, and BBC.

As growers and shippers look to increase their efficiencies throughout their operations, how can robotics play a part? Dr. Christensen will discuss the current and future opportunities of robotics in the fresh fruit industry

Mr. Bill Bishop



Recognized as one of the retail food industry's preeminent advisors, Mr. Bishop has been involved in research and consulting for several decades with a concentration on the new issues and developments impacting this business.

Mr. Bishop co-founded *Brick Meets Click* in 2011 with Steve Bishop. Today, as its Chief Architect, he focuses on analyzing the forces driving change in food and grocery retailing and providing practical guidance on how to respond effectively. Brick Meets Click's services and thought leadership help organizations successfully navigate the changing food retail ecosystem and leverage disruptive business innovations, from online grocery to new formats and hard discounters.

Early in his career Mr. Bishop was the Vice President of Research at the Supermarket Institute (now FMI). Later, he founded Willard Bishop Consulting and led major studies on new store formats, pricing strategy, direct store delivery, and loyalty marketing. He also helped create the supermarket-focused Coca-Cola Retailing Research Council (CCRRC) and convenience retail-focused NACS/CCRRC.

Mr. Bishop earned a PhD in Agricultural Economics and Marketing from Cornell University. He has taught Marketing Channels at Northwestern University's Kellogg School of Management, and also served on the Boards for Raley's Fine Foods and The Food Institute.

Mr. Bishop will describe the opportunities for our industry to increase consumption by speeding alignment with the changes in:

How consumers are thinking about and buying food.

Adjusting sales efforts to build relationships with our retailers, both brick and mortar and online, who are gaining share at the expense of traditional supermarkets.

He will encourage audience members to begin now to make these changes and provide specific recommendations on "how to".

Monday Afternoon Activities

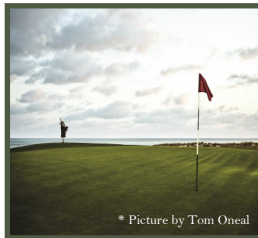


Mila Caratan Memorial Golf Tournament



This year is the 15th anniversary of the **Mila Caratan Memorial Golf Tournament**, which honors a person who is very special to our organization, Mila Caratan, who served as a leader within our organization for four decades. The

golf tournament will take place on-site at The Links at Spanish Bay™. Few California golf resort experiences can match the blend of stunning natural beauty and the variety of challenges presented at The Links at Spanish Bay™. Along the dramatic bluffs, overlooking the Pacific Ocean, is a one-of-a-kind golf course design, challenging and fair, with views of surf breaks on every hole. The Links at Spanish Bay™ is an intriguing layout, one of only a handful of oceanfront golf courses throughout California.



Champagne and Shopping Excursion



Enjoy an afternoon Champagne reception prior to the group's shopping excursion in downtown Carmel.

Space is limited to the first 25, so register today!

On-Site Culinary Class

Directed by a resort chef, participants are divided into teams to create gourmet dishes. We promise a tasty ending to your exclusive culinary experience!



Space is limited to the first 20 individuals, so register today!

Special Monday Afternoon Activity Pricing

Mila Caratan Memorial Golf Tournament: \$240 per player (don't forget to include your handicap on the registration form!)

Champagne and Shopping Excursion: \$90 per person

On-Site Culinary Class : \$200 per person

Bocce Ball : \$20 per person

To register for the Monday Afternoon Activities, please mark your desired selections on the Annual Meeting registration form. ***All activity participants must be registered for Annual Meeting to receive the special discounted group rate.***

Bocce Ball

Join us for the 3rd Annual Bocce Ball Tournament! This year's tournament will take place on the historic 18th Lawn of Pebble Beach! Don't miss the opportunity to participate in a fun filled afternoon.

Space is limited to the first 40 individuals, so register today!



For questions regarding Monday Afternoon Activities or to request additional information, please call (559) 226-6330.



CALIFORNIA
FRESH FRUIT
ASSOCIATION

82nd Annual Meeting

The Inn at Spanish Bay™

March 25-27, 2018



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	LATE As of 2/17/2018	TOTAL
CONFERENCE PACKAGE Includes: Chairman's Welcome Reception, Industry Workshop, Annual Membership Meeting & Luncheon, Suppliers Party, access to Hospitality Suite and two Continental Breakfasts.	\$525	
SPOUSE/GUEST Includes all features of the regular conference package, but is only available to attendees who are accompanying a regular conference package holder as their spouse or significant other.	\$240	
OPTIONAL EVENTS (MONDAY AFTERNOON)		
MILA CARATAN MEMORIAL GOLF TOURNAMENT This year will serve as the 15th anniversary of the Mila Caratan Memorial Golf Tournament, which honors a person who is very special to our organization.	\$240 Per Participant Golfer 1 Name & Handicap: _____ Golfer 2 Name & Handicap: _____	
ON-SITE CULINARY CLASS Directed by a resort chef, participants are divided into teams to create gourmet dishes. We promise a tasty ending to your exclusive culinary experience! <i>Space is limited to the first 20 individuals, so register today!</i>	\$200 Per Participant Participant Name : _____ Participant Name : _____	
CHAMPAGNE AND SHOPPING EXCURSION Enjoy an afternoon Champagne reception prior to the group's shopping excursion in downtown Carmel. <i>Space is limited to the first 25, so register today!</i>	\$90 Per Participant Participant Name : _____ Participant Name : _____	
BOCCE BALL 3rd Annual Bocce Ball Tournament, hosted at the historic 18th Lawn at Pebble Beach. Pre-registration is required. <i>Space is limited to the first 40, so register today!</i>	\$20 Per Participant Participant Name : _____ Participant Name : _____	
TOTAL DUE:		

REGISTRANT INFORMATION

Badge Name:

First Name:

Last Name:

Company:

Address:

Phone:

Email:

SPOUSE/GUEST NAME

Badge Name:

PAYMENT INFORMATION

☐ Visa or MasterCard

☐ Check Enclosed*

☐ Invoice Me**

*Please make payable to the CA Fresh Fruit Association
**The "Invoice Me" option is only available with Early Bird registration and fees must be paid by January 5th.

TO PAY BY CREDIT CARD (ALL CREDIT CARDS WILL BE PROCESSED THROUGH PAYPAL)

☐ Corporate Card ☐ Personal Card

Cardholder's Name: _____

Credit Card Number: _____

Exp. Date: _____ Last 3# On Back: _____

Cardholder Signature: _____

Billing Address: _____

Additional Information

Submit Form To:
California Fresh Fruit Association
7647 N. Fresno Street, Suite 103
Fresno, CA 93720
Fax: (559) 222-8326
cffa@cafreshfruit.com

Hotel Accommodations:
The Inn at Spanish Bay,™Pebble Beach
\$399 per room, per night
Call (800) 877-0597

Registration & Sponsorship Questions:
(559) 226-6330



*Picture by Randy Tunnel



*Picture by Alex Verticoff

REFUND SCHEDULE:

BEFORE DECEMBER 15, 2017 - 100% REFUND

DECEMBER 16, 2017 - FEBRUARY 16, 2018 - 50% REFUND

NO REFUNDS AFTER FEBRUARY 16, 2018