



CALIFORNIA  
**FRESH FRUIT**  
ASSOCIATION

## 83RD ANNUAL MEETING

*Four Seasons Resort The Biltmore Santa Barbara*

MARCH  
3rd-5th  
2019

# GENERAL INFORMATION

### SUNDAY, MARCH 3rd

#### Executive Committee Meeting

1:00 to 4:00 p.m.  
*Las Flores*

#### Mila Caratan Golf Tournament

12:30 p.m. to 5:30 p.m.  
*Sandpiper Golf Club*

#### Chairman's Welcome Reception

6:00 p.m. to 7:30 p.m.  
*Palmera Garden*

### **Hotel Accommodations**

#### Four Seasons Resort The Biltmore

1260 Channel Drive  
Santa Barbara, CA 93108  
(805) 969-2261  
[www.fourseasons.com/santabarbara](http://www.fourseasons.com/santabarbara)

#### Reservations (805) 565-8299

\*Mention California Fresh Fruit Association  
Online Reservation Code: **CI1903HPN**

#### Group Rate

\$399 per night

\*Resort Fee Waived

#### Parking

\*Self-Parking; \$20 per car per night  
\*Valet Parking; \$37 per car per night

Check-in: 4 p.m.

Check-out: Noon



### MONDAY, MARCH 4th

#### Continental Breakfast

7:00 to 8:00 a.m.  
*El Mar*

#### Industry Workshop

8:00 a.m. to 10:00 a.m.  
*La Marina*

#### Annual Membership Meeting & Luncheon

10:00 a.m. to Noon  
*Loggia Ballroom*

#### Afternoon Activities

1:00 p.m. to 5:00 p.m.  
\*See Activity Sheet

#### Suppliers Party

7:00 p.m. to 9:00 p.m.  
*La Pacifica Ballroom*

### TUESDAY, MARCH 5th

#### Continental Breakfast

7:00 to 8:30 a.m.  
*La Marina*

#### Board of Directors Meeting

8:30 a.m. to 11:30 a.m.  
*La Pacifica Ballroom*

### **Annual Meeting Registration & Hospitality Suite**

#### *La Salita*

#### *Sunday*

11:00 a.m. to 4:30 p.m.

#### *Monday*

7:30 a.m. to 9:00 a.m. and  
10:00 a.m. to 4:30 p.m.

### **Afternoon Activities**

The 16th Annual Mila Caratan Memorial Golf Tournament will be hosted on **Sunday, March 3rd**. Additional afternoon activities will be hosted on **Monday, March 4th**, such as: History and Wine Tour, the 4th Annual CFFA Bocce Ball Tournament, A Day at the Zoo and The Biltmore Cooking Class. Space is limited, so make your reservation today by calling the Association's office at (559) 226-6330.



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# AFTERNOON ACTIVITIES

### Mila Caratan Memorial Golf Tournament

*\$160 per player*



This year is the **16<sup>th</sup> anniversary of the Mila Caratan Memorial Golf Tournament**, which honors a person who is very special to our organization. Mila Caratan served as a leader within our organization for four decades.

This year's tournament will be held at the Sandpiper Golf Club in Santa Barbara, Ca. The tournament will be held on Sunday, March 3rd beginning at 12:30 p.m.

### 4th Bocce Ball Tournament

*\$20 per player*

Join us for the 4th Annual Bocce Ball Tournament! This year's tournament will take place on the beautiful Monte Vista Lawn. Don't miss the opportunity to participate in a fun filled afternoon!



### History and Wine Tasting Tour

*\$150 per person*



Its coastal views, Mediterranean climate, relaxed lifestyle and fine food and wine are why Santa Barbara has been called "The American Riviera."

Spend the afternoon touring Santa Barbara's rich history, architectural landmarks and a few local tasting rooms.

### The Biltmore Cooking Class

*\$150 per person*



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

### A Day at the Zoo

*\$50 per person*



Enjoy an afternoon with the family at the world renowned Santa Barbara Zoo. In addition to Zoo access, there will also be two private animal meet-and-greets for CFFA Members.

### Additional Information

To register for the tours or for the Mila Caratan Memorial Golf Tournament, please mark your desired selections on the Annual Meeting registration form.



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



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## INDUSTRY WORKSHOP

### *Solving the Immigration Puzzle: What We're Doing Wrong—And How to Get It Right*



Ruben Navarrette is a nationally syndicated columnist with The Washington Post Writers Group whose twice-a-week column appears in about 100 newspapers, a frequent contributor to USA Today and the Daily Beast, a contributing editor to Angelus News, guest host at KOGO-600 AM in San Diego, and the host of the daily podcast "Navarrette

Nation." A former regular commentator on National Public Radio, he has also hosted radio shows in Phoenix, Dallas, Fresno, and Los Angeles. He has hosted "One Year Later" — a national 1 hr daily show on KCRW-89.9 FM in Los Angeles & Public Radio International. He has contributed to The New York Times, The Wall Street Journal, The Chicago Tribune, The Los Angeles Times & other major publications. He also appeared dozens of times on CNN, PBS, MSNBC, and Fox News Channel. A graduate of Harvard College and the John F. Kennedy School of Government, he is the author of "A Darker Shade of Crimson: Odyssey of a Harvard Chicano" (Bantam). He has written for eight magazines and worked for three newspapers: The Arizona Republic, The Dallas Morning News, and The San Diego Union-Tribune. He is a popular speaker on the national lecture circuit and the President/CEO of Ruben Navarrette Presents..." — a unique series of informative live stage interview-style conversations with Latino newsmakers and thought leaders. He has also served a guest lecturer in journalism and communications at Wheaton College in Illinois. He judged the contest for the Pulitzer Prizes in 2013, 2014, 2016, and 2017. Navarrette lives in the San Diego area with his wife and children. For more information, visit [www.rubennavarrette.com](http://www.rubennavarrette.com)

### *Economic Trends, International Trade and What's Ahead*



John Manzella is a world-recognized speaker, author of several books, and a nationally syndicated columnist on global business, emerging risks and the latest economic trends. His views have appeared in *The Wall Street Journal*, *New York Times*, *Chicago Tribune*, *Bloomberg*, *NPR*, *Houston Chronicle*, *Denver Post*, and other publications in China, Mexico and around the globe.

His books include *Global America: Understanding Global and Economic Trends and How To Ensure Competitiveness*, *Grasping Globalization: Its Impact and Your Corporate Response*, and *Mexico & NAFTA: The Real Impact*.

John is founder of both the [ManzellaReport.com](http://ManzellaReport.com), a premier source for global business and economic analysis, and Manzella Trade Communications, Inc., a public affairs, publishing and consulting firm. He also is Chief Strategy Officer of Ignition Life Solutions, a global enterprise risk management consulting firm, chair of the Upstate New York District Export Council, a position appointed by the U.S. Secretary of Commerce, former Northeast Regional Legislative Coordinator for the National Association of District Export Councils, and former President and CEO of World Trade Center BN.



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|   | LATE<br>As of 2/15/2019  | TOTAL |
|---|--|-------|
| <b>CONFERENCE PACKAGE</b><br>Includes: Chairman's Welcome Reception, Industry Workshop, Annual Membership Meeting & Luncheon, Suppliers Party, access to Hospitality Suite and two Continental Breakfasts.        | <b>\$525</b>   |       |
| <b>SPOUSE/GUEST</b><br>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. | <b>\$240</b>   |       |
| <b>OPTIONAL EVENTS (AFTERNOON ACTIVITIES)</b>   |  |       |
| <b>MILA CARATAN MEMORIAL GOLF TOURNAMENT</b><br>This year will serve as the 16th anniversary of the Mila Caratan Memorial Golf Tournament, which honors a person who is very special to our organization.         | <b>\$160 Per Participant</b><br>Golfer 1 Name & Handicap: _____<br>Golfer 2 Name & Handicap: _____ |       |
| <b>History and Wine Tasting Tour</b><br>Spend the afternoon touring Santa Barbara's rich history, architectural landmarks and a few local tasting rooms.  | <b>\$150 Per Participant</b><br>Participant Name : _____<br>Participant Name : _____               |       |
| <b>A Day at the Zoo</b><br>Enjoy an afternoon with the family at the world renowned Santa Barbara Zoo. In addition to Zoo access, there will also be two private animal meet-and-greets for CFFA Members.         | <b>\$50 Per Participant</b><br>Participant Name : _____<br>Participant Name : _____                |       |
| <b>The Biltmore Cooking Class</b><br>Directed by a resort chef, participants are divided into teams to create gourmet dishes. We promise a tasty ending to your exclusive culinary experience.                    | <b>\$150 Per Participant</b><br>Participant Name : _____<br>Participant Name : _____               |       |
| <b>Bocce Ball</b><br>4th Annual Bocce Ball Tournament, hosted on the beautiful Monte Vista Lawn. Pre-registration is required.  | <b>\$20 Per Participant</b><br>Participant Name : _____<br>Participant Name : _____                |       |
| <b>TOTAL DUE:</b>   |  |       |

# Registrant Information

Badge Name:

First Name:

Last Name:

Company:

Address:

Phone:

Email:

## Spouse/Guest Name

Badge Name:

## Payment Information

- Credit Card
- Check Enclosed\*

*\*Please make payable to the CA Fresh Fruit Association*

## To Pay By Credit Card

- 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 St., Suite 103,  
Fresno, CA 93720  
Fax: (559) 222-8326  
cffa@cafreshfruit.com

#### Hotel Accommodations:

Four Season Resort The Biltmore  
\$399 per room, per night

Registration & Sponsorship Questions:  
(559) 226-6330



#### REFUND SCHEDULE:

BEFORE DECEMBER 14, 2018 - 100% REFUND

DECEMBER 15, 2018 - FEBRUARY 15, 2019 - 50% REFUND

**NO REFUNDS AFTER FEBRUARY 16, 2019**