



HortSmart

June 2 & 3, 2010

June 2nd & 3th, 2010
San Diego County Flower & Plant Association
CAPCA - California Association of Pest Control Advisors

The San Diego County Flower and Plant Association has joined CAPCA to produce a unique educational summit with a product showcase called HortSmart. The idea is not to have a trade show that has been presented year after year, but to have a top-notch educational summit for growers, advisors, sellers, and buyers alike. Our educational seminars will be supported by a beautiful industry showcase in the gardens and courtyards of picturesque South Coast Winery Resort & Spa, 34843 Rancho California Rd., Temecula, CA www.wineresort.com.

The event kicks off on June 2nd with CAPCA's Nursery Greenhouse Seminar, its 17th quality annual educational event geared toward growers and their pest control advisors, with professional chemical manufacturers interactive exhibits. The evening finds us enjoying a Wine and Cocktail Reception. On June 3rd, breakfast includes keynote speaker Delilah Onofrey from Greenhouse Grower Magazine. After that spend time exploring the showcase in the courtyard and educational seminars in adjacent rooms.

Here are some examples of the educational topics we will have: Marketing Your Business to Different Clientele; Strategic Thinking For Your Business; Packaging Your Product for Success; Knowing the Cost of Your Products --and the list continues. We then finish the day with a bang providing our audience with a unique panel of professional buyers from four diverse market backgrounds within our industry. This will give you a well-rounded perspective of what buyers are looking for in a supplier.

We are pleased to officially invite you to exhibit or attend this wonderful event. These opportunities don't happen everyday, and HortSmart 2010 will certainly be a professional networking experience you don't want to miss.

Please find enclosed, the Exhibitor Registration Form, Information Sheet, Event Guidelines, and Show Itinerary. If you have any questions, or need more information, please contact the committee members.

See you at HortSmart 2010!

Thank you from the Committee Members of HortSmart

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Melissa Main - John Henry 760-453-4127
Darrell Ades - Ades & Gish Nurseries 760-410-0400 Ext # 145
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