

## CPA Members Help Rose Parade Showcase Protea



January 1, 2016 - Celebrating California Grown flowers and nature's pollinators (and featuring lots of beautiful Protea) the 2016 Miracle-Gro float, "Life Starts Here," wins the coveted Governor's Award at the Tournament of Roses parade.

Here's part of an article that appeared in The Roadrunner Newspaper.



Ben Gill, Lynn & Bill Boyett, Diana Roy, Jane & Bob Taniguchi, Klarisa Murdoch

Bill Boyett told The Roadrunner that a small group of protea farmers from the North County area were invited to be ambassadors for the float because the head of the California Dept. of Agriculture along with the California Cut Flower Commission, were going to certify the Miracle-Gro Float as a California cut flower float. That meant that 85% of the flowers that were used on the float were grown in California.

"The responsibilities of ambassadors are to introduce the float and protea flowers to the tours that went through the float barn prior to the parade on December 29," said Boyett. "The people were from all over the country and many had never seen or heard of the protea flower."

As Seen on TV!

Live From Pasadena . . .



In this photo, taken during the live broadcast, Mel Resendiz waves to the crowd during the Rose Parade.

On the right is Ty Pennington.

## Annual Membership Dues

Thank you for continuing to support the California Protea Association. The trust you have placed in us with your contribution will ensure the continuation of the association and its efforts to inspire & enlighten growers to produce better and even more beautiful product and serves to enable our efforts to market and promote Proteas as the exotic, must-have flowers that are proudly California Grown!

By sharing information about technology, industry trends, cultivation, propagation and all of the challenges that face us (both large and small) we help one-another get better, smarter and more successful. When we join hands, we can lift each other up.

Please fill out and return the enclosed form as soon as possible. Let's make 2016 the best year ever for all things Proteaceae!