

FPFC holds Northern California Expo

By TIM LINDEN

PLEASANTON, CA — Scores of exhibitors and hundreds of produce industry members attended the Fresh Produce & Floral Council's 2008 Northern California Expo on Wednesday, March 5, at the Alameda Fairgrounds, here.

The council has been holding similar expositions in Southern California for many years, and this was the second Northern California version, building on the success of last year's inaugural event. While last year's event featured only an exhibit hall, this year's program included a luncheon with a keynote address by Harold Lloyd, well-known as an expert

in helping businesses achieve "a powerful push in the right direction."

His topic of the day was leadership, and he gave the audience many ideas about how each one of them can become better leaders in their work environment.

Mr. Lloyd's premise is that leadership is a learned skill and that anyone can improve their leadership qualities and enhance the output of themselves and their employees. He gave the crowd a quiz and encouraged each person to evaluate themselves to determine his or her leadership qualities.

Some of his more salient points were that the best lead-

ers are well-rounded individuals with a strong family focus, with the ability to have fun and to communicate effectively. He said that good leaders are positive people who are constantly striving to improve and don't mind changing direction whenever necessary. He added that a good leader is not one who demands unlimited devotion to work for himself or his employees.

The Northern California expo began with a continental breakfast and was followed by an exhibit that lasted nearly six hours. Attendees included many front-line, in-store personnel from retail and foodservice establishments throughout the San Francisco Bay area.



Donald Souther and Lila Langsford of Northshore Greenhouses Inc.



Deanne Cagnacci of Growers Express/Capurro Farms and Marilyn Seeley of Ad Vantage Communications.



Bob Stevens of Falcon Farms with Joanne Torres and Robert Gomes of Pacifica Farms.



Todd Gromis, Emily Frago and Doug Kassa of Coast Produce Co.



Brian Meagher and Jennifer Hart of Westerly Orchids.



Bert Boyd, Nick Dulcich and George Galloway of Sunlight International Sales.



Dan Hoskins and Andy Abbot of Sundia Corp. displayed the company's line of convenient fruit cups at the FPFC's Northern California expo.



Armando Figueroa, Brandy Quitevis and Doug Ranno of Colorful Harvest.