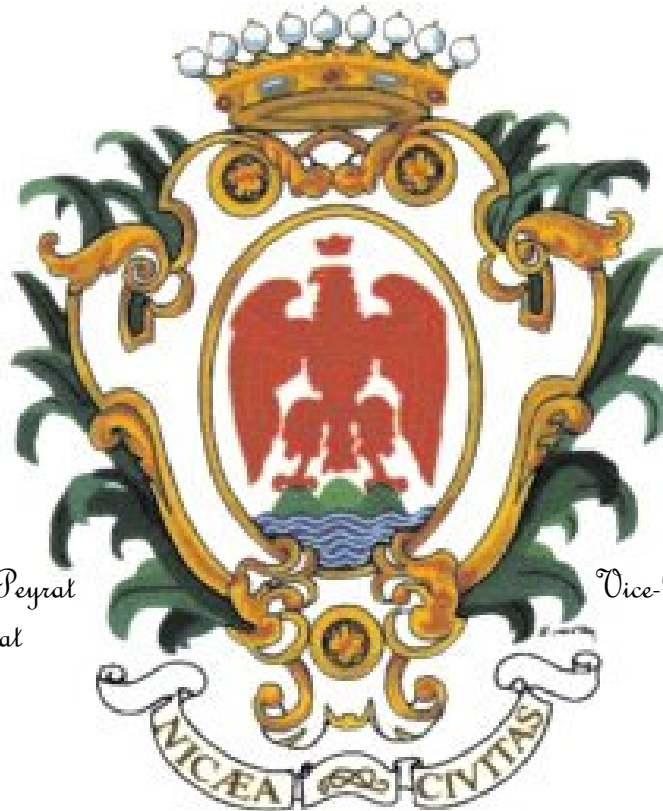


**THE FRENCH RIVIERA AWAITS YOU**  
**WORLD FLOWER COUNCIL XXIV ANNUAL SUMMIT**  
**NICE, FRANCE**  
**October 4-7, 2007**



*Welcome to Nice from  
M. Senator-Mayor Jacques Peyrat  
and Mme. Monique Peyrat*

*Welcome to Nice from  
Vice-Mayor M. Jean-Claude Mari  
and Mme. Daniele Mari*

*M. Alain Rogie and Committee*

**SUMMIT THEME - "THE FLORAL BATTLE OF THE WORLD"**

The origin of the Floral Battle dates back centuries when residents tossed potted plants and flowers from their balconies. Nowadays, the Floral Battle consists of very elaborate themed floral floats that, with floral animators, parade the Promenade. The animators toss flowers to the spectators in celebration of "The Floral Battle of the World."





## **PRE TOUR : HISTORICAL PROVENCE – 4 days / 3 nights – Sept. 30 – Oct. 3, 2007**

### **SEPT. 29 DEPART US AND ARRIVE IN NICE**

#### **DAY ONE : AIX & LUBERON – SEPT. 30 (D)**

Departure from Nice Airport for a direct transfer to **Aix En Provence**, along the highways of the sun, through the beautiful Esterel landscapes, vineyards of the Var District, and Sites which inspired painters Cezanne and Van Gogh – Upon arrival in the former Capital of the County of Provence, we will make a stop for a visit of the **Cours Mirabeau**, as the main historical square of Aix, as well as to the Romanesque Cathedral St Sauveur with its two 15<sup>th</sup> Century triptychs – Time for lunch on your own in the city center. Dinner and accommodation in Aix En Provence or area.

#### **DAY TWO : PROVENCE OF TROUBADOURS & FELIBRES – OCT. 1 (B,D)**

Depart for Salon De Provence, birthplace of Nostradamus, to reach the ruined village of **Les Baux De Provence** for a walking tour to this wonderful former stronghold, built on a spur overlooking Valley of La Crau, vineyards of Provence, and the Alpilles landscapes that love to sing of famous writers as Frederic Mistral, Marcel Pagnol and Jean Giono – Enjoy a short stop at romantic village of **St Remy De Provence**, symbol of Provence writers and painters, because of its peaceful atmosphere, lovely houses and gardens – Make a picture of famous Alphonse Daudet's mill - Time for Lunch in Avignon. Afternoon walking tour of the fortress of **Avignon**, including a visit to the impressive fortified **Popes' Palace**, as well as to Pont Benezet, well known as Pont D'Avignon – Return to Aix En Provence for cocktails, Dinner and accommodation in Aix En Provence or area.

#### **DAY THREE : ARLES & CAMARGUE – OCT. 2 (B)**

Depart this morning along the La Crau Valley, and quickly reach the roman city of **Arles**, once the most important Roman Capital and religious center of Southern France – With its two major Roman sites (amphitheater and theater) and two gems of the Romanesque art (cloister and doorway of Ste. Trophime). Arles remains today Capital of the Camargue area with the rice production, the Bulls' fighting and Provence traditions – Time for lunch on your own after the visit – This afternoon departure through the wild countryside of **Camargue**, up to the fortified village of **Aigues Mortes**, once major port for the Crusades, the Rhone Delta with flamingos, bulls and white horses, **Stes Maries De La Mer** as Capital of the Gypsies Festival celebrating the arrival of the «Sainted Ship» coming from Jerusalem. – Enjoy a cruise along the Rhona River Delta – Overnight tonight in Aix En Provence or area, with dinner on your own.

#### **DAY FOUR : RETURN TO NICE – OCT. 3 (B)**

Depart this morning from your hotel heading north and through the Luberon Mountains to Nice for the beginning of the summit. Visit, enroute, the tiny and picturesque villages (Oppedes, Bonnieux, Menerbes, and others) so well described by writer, Peter Mayle, in his book "One Year In Provence." Enjoy the real Provence. Lunch on your own. In the afternoon, drive to the east and stop in the vineyards of Les Arcs, famous for its Cotes De Provence vintage. Visit and wine tasting at the lovely Domaine Chateau Ste. Roseline. Arrive in Nice late in the day and check into your Summit Hotel.

*Included – 3 hotel nights, all breakfasts, entrance fees, portorage in and out, 2 dinners with drinks included, English speaking guide escort, air conditioned coach.*

**OCT. 4** – Free day for optional tours, registration, optional professional sessions or day at leisure. An optional tour is being offered to Monaco, Eze, St. Paul de Vence and surrounding areas if desired. The optional tour would depart from your Summit hotel at 8:30 for a full day along the Riviera. The first stop is the perched village of Eze, a medieval style, tiny town built on a spur, like an eagle's nest – walking tour (1 hour). The second stop is on the Monaco Rock, the historical part of the Principality, the Cathedral where Princess Grace and Prince Rainier were married and buried. The Prince' Palace Square, the view over Monte Carlo from the city walls, the Oceanographic Museum, created by Prince Albert I, walking tour (1 hour). Then it is down to the harbor where the Grand Prix takes place and up to the Casino Square. Depart mid afternoon for the walled village of St. Paul, built in the 16<sup>th</sup> Century and return later in the day to the hotel. Details available upon request.



Beautiful Nice, with its charm and culture, beautiful beaches and marvelous counterparts will ensure the time of our life. The French Riviera awaits you. You will be welcomed by the Senator-Mayor of Nice, France, the Honorable Monsiuer Jacques Peyrat, Vice Mayor Jean-Claude Mari and the President of the Nice Florist's Association, Mr. Alain Rogie. Mr. Joel Marc Frappier will serve as liaison to coordinate the events of World Flower Council and Nice.

Schedule of Events – Summit **“The Floral Battle of the World”**

- |                           |  |
|---------------------------|--|
| Thursday, October 4, 2007 | Registration at host hotel-Le Splendid<br>Morning, professional workshop with Malcolm Angus<br>Afternoon – professional workshop “European Stylings” – Daniel Pichon<br>Welcome Cocktail (Winner of La Coupe de France)  |
| Friday, October 5, 2007   | Early departure for MIN (Auction) for visit and breakfast<br>Official opening of the XXIV WFC Summit at Phoenix Park<br>Country Design, theme “World Battle of Flowers”<br>Lunch – continue design day, “The Eagle/City of Nice Armouries”<br>Evening buffet dinner at Ashton Hotel followed by night at Opera of Nice |
| Saturday, October 6, 2007 | Breakfast and depart for tour of Baroque Churches and Flower Market<br>Lunch on own and depart for Fragonard perfume makers in Grasse<br>Evening Buffet at Host Hotel, depart for duRay Stadium and Tattoo Parade  |
| Sunday, October 7, 2007   | Breakfast and visit of St-Raparate Cathedrale and Nice folkloric groups<br>Lunch on own, visit rose farms and return to hotel<br>Savor the Nice products, wine, cheeses and local fare at host hotel<br>Gala Dinner at Casino de Ruhl with awards presentation   |
| Monday, October 8, 2007   | Breakfast and departure  |

It is said that you have not seen beauty until you have visited the south of France. Lavish historic buildings, fabulous dining experiences, culture and history to bathe in and “la mer Mediterranee” that goes on forever.

For the last five years I have had the privilege to travel to France and represent Canada at the oldest Floral Parade in the World: The Battle of Flowers. I am most excited to share with each and everyone of you this lost treasure located in the heart of the French Riviera; Belle Nisa!!

It is an honor and a pleasure to invite you to relish in the Nice Savours as we celebrate the XXIV World Flower Council Summit in Nice, France, October 4-7, 2007. Bella Nisa awaits you! Au plaisir mes amis!!!

Joel Marc Frappier, Nice Organizing Committee

## POST TOUR - PROVENCE TO BARCELONA OCTOBER 8-15, 2007

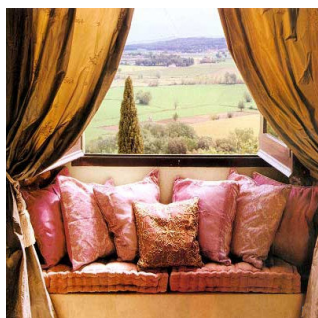
### October

**8<sup>th</sup>, Mon.** - NICE MONTPELLIER. Meet your guide/escort after breakfast, ready for departure. Late afternoon walking tour of the heart of old Montpellier, including the Promenade du Peyrou, the hotels/residences that added so much character to the town in the 17<sup>th</sup> century, and the famous University. Welcome drinks & dinner. Overnight: Hotel Maison Blanche (D)

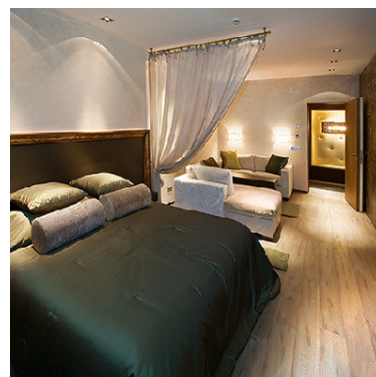


**9<sup>th</sup>, Tues.** - MONTPELLIER LA BISBAL. After breakfast departure for Spain. Arrive late morning in the heart of Ampurdà, your base for the next three nights in a castle with Romanesque foundations. Hotel check in and free time. Afternoon touring along the Gulf of Roses and to Dalí's birthplace at Cadaqués. Spanish seaside dinner. Overnight: Castell d'Empordà (B D)

**10<sup>th</sup>, Wed.** - LA BISBAL SALVADOR DALI COUNTRY LA BISBAL. After breakfast departure for Cap de Creus Natural Park with its beautiful Mediterranean views; continuation to the home of Salvador Dalí & Gala, today a museum of cobbled together fishing huts. After the tour, continue to Figueres, site of his Theater & Museum. Lunch in Figueres, then time to explore the collection and shop before late afternoon return to the hotel. Free evening to enjoy the pool and grounds and the hotel's fine kitchen. Overnight: as above (B L Cocktail)



**11<sup>th</sup>, Thur.** - LA BISBAL PYRENEES LA BISBAL. After breakfast departure for Besalú, an enchanting medieval village with Sephardic remains including a mikvah/bathhouse. Continue to Girona, one of Spain's loveliest towns with a perfectly preserved medieval quarter with elegant shops. Enjoy a short walking tour and then free time to explore before lunch. After lunch visit one of the great historic Mediterranean gardens before return to the hotel. Overnight: as above (B L Cocktails)



**12<sup>th</sup>, Fri.** - LA BISBAL BARCELONA. Morning transfer into Barcelona. City tour on arrival including Gaudí's Sagrada Familia Cathedral and Güell Park. Hotel check in. Lunch in an historic restaurant by the Gothic Quarter. After lunch enjoy a walking tour of the medieval quarter—from the Roman foundations to the Santa Maria del Mar fisherman's church and on to the Gothic Cathedral. Free evening. Overnight: Hotel Catedral (B L)



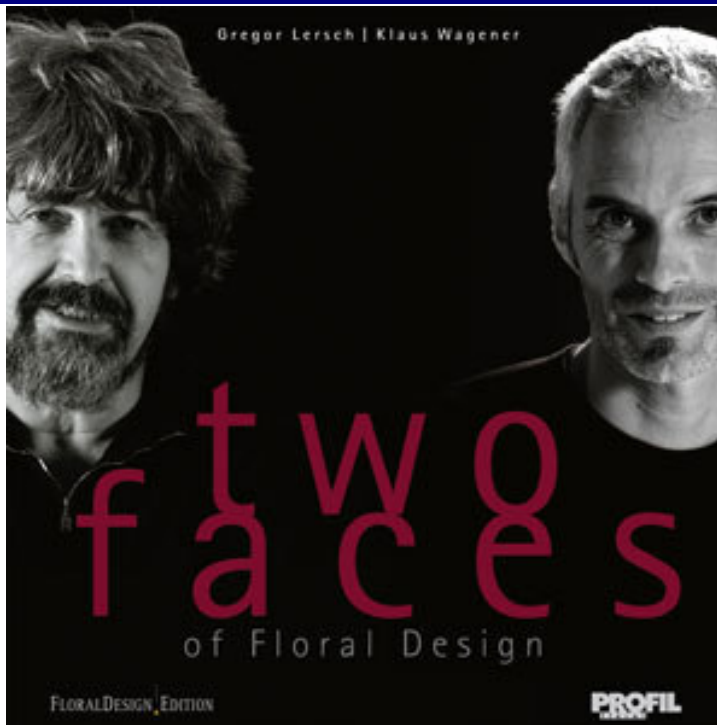
**13<sup>th</sup>, Sat.** – Transfer to the Congress Center where Euroflorist presents “Two Faces of Floral Lifestyle Design.” Enjoy three hours with two of the world's most renowned florists, Gregor Lersch and Klaus Wagener. Enjoy a trade fair exhibit from some of Europe's most promising horticultural suppliers, an inspiring bridal show with Petra Böttger and a Gala Banquet including cocktails, dinner and dancing. Overnight: as above (B D-Gala Cocktails)

**14<sup>th</sup>, Sun.** - BARCELONA. Morning visit to the Boquería/Market, with continuation to the Picasso Museum and Chocolate Museum. Lunch at our local cooking school—Spanish Cookery Demonstration followed by wine tasting and lunch. Early evening harbor cruise with wines & appetizers, followed by Farewell Dinner. Overnight: as above (B L D)



**15<sup>th</sup>, Mon.** – Following breakfast, transfer to airport for your flight back to the U.S., connecting to your home city. (B)

**GREGOR LERSCH –** Gregor Lersch is an internationally acclaimed artist with a proven unique talent for creating floral trends. His career took off in 1976, when he won the distinction “The Golden Rose Award.” Winning the world cups in Nice, Melbourne and Hamburg, and the European Cup in Rome further shed light on his tremendous talent. And the recognition doesn’t stop there. So far, Gregor has won seven major gold medals, over 30 gold medals, 22 silver medals and an array of bronze medals.



**KLAUS WAGENER –** One can rightly say of Klaus Wagener that he is one of today’s most well rounded floral designer talents. As a floral designer at national and international level, he has managed to make a name for himself primarily through his unique talent for shaping arrangements. His incredible skills lie in understanding and creating shapes that, in turn, express life’s emotions.

His world cup victory in Detroit, USA was a turning point in Klaus Wagener’s career. After that success, he became a popular lecturer and teacher, and offers workshops and training around the world.

Klaus and Gregor have collaborated to showcase and interpret European floral trends in their extravagant, new book, “Two Faces of Floral Design.” Just as no two flowers are alike, no two designers are the same in their creative approach to floral design. This new book, “Two Faces of Floral Design,” jointly produced by BLOOM’s GmbH, publisher of Profil Floral, and Kriener-Pogghoff Communications, publisher of FloralDesign Edition, showcases the first collaborative venture of famed German designers Klaus Wagener and Gregor Lersch. This book will be available for purchase during this 25<sup>th</sup> anniversary event of EuroFlorist.



The planning of EuroFlorist’s 25<sup>th</sup> anniversary to be held October 2007 is fully underway, and we have decided to thank all florists with the best imaginable gift of all. For three days in Barcelona, we will be hosting flower shows, gala banquet, exhibitions and contests with wonderful prizes. Together, Gregor Lersch and Klaus Wagener will stage the most inspiring, rewarding and magnificent floral designer show ever. We hope you will join us in Barcelona for the celebration. – Peter Jungbeck, Founder and President of EuroFlorist

During the event, you will also have the chance to see floral designer, Petra Böttger, design amazingly beautiful bridal bouquets. Petra will perform her magic in three identical shows. Then you will have the opportunity to visit the trade exhibit planned during the entire event. There you can visit companies and trade organizations from all over Europe who are there to present their business and new products.

**Saturday, 13 October**

- Trade exhibit open from 9 am – 5 pm
- 10-11:30 am – Petra Böttger, inspiring show on bridal arrangements I
- 11:30 am-1 pm – Lunch Buffet
- 1-2:30 pm – Petra Böttger, inspiring show on bridal arrangements II
- 5-8:00 pm – Two Faces show with Gregor Lersch and Klaus Wagener
- 8:30 pm – Formal Gala Banquet including cocktails, dinner and dancing to live music

Included in Post-Tour: *Based on min. 20 persons*

Seven nights hotel with breakfast, four dinners including one Gala, four Lunches, English speaking escort, local guides for some monuments, entrance fees, cooking class, Harbor cruise, portorage and air conditioned Motorcoach.

## **WORLD FLOWER COUNCIL 2007 PROGRAM TERMS, CONDITIONS & INCLUSIONS**

**REGISTRATION:** All registrations are to be made through Dean White WFC or designate, Happiness Plaza Travel at 10476 E. Cannon Dr., Scottsdale, AZ 85258, USA, by phone at 480-860-0906 or fax at 480-860-0907, or John at 800-835-3525 or fax at 316-685-0689 or email at [dean@worldflowercouncil.org](mailto:dean@worldflowercouncil.org)

**DEPOSIT REQUIREMENTS & PAYMENTS:** Reservations are requested immediately to secure hotel and tours. Deposit of \$1,000 per person is due with reservation; \$1,000 per person additional is due June 10, 2007 and the balance of the package is due by August 15, 2007. Payment is to be made to World Flower Council by check or credit card. Monthly payments may be charged by request. Credit card usage is allowed with 3% handling fee. All payments must be in U.S. Funds.

**BAGGAGE ALLOWANCE:** One is strongly recommended. Generally, two average sized bags are allowed per person, on the airline, but the tour company requests one on the busses. All baggage and personal properties carried at owner's risk. Neither World Flower Council nor its agents, representatives or contractors may be held responsible for any damage or loss. Baggage and personal insurance is optional and is available at a reasonable cost.

**TRAVEL DOCUMENTS:** All passengers must be in possession of a valid passport, with expiration dates six months beyond travel date. No Visas are required.

**CANCELLATIONS & REFUNDS:** Once reservations are made and accepted, certain documentation and other procedures are instituted and, therefore, should cancellation of reservations be found necessary, an administrative fee of \$100 per person will be charged. If cancellation is necessary 60 to 45 days prior to departure, 50% of the total trip costs will be penalized. After issuance of ticket, usually 30 – 45 days prior to departure, if cancellation is necessary, an additional fee of \$100 per person is charged. Within 45 days of travel, only those monies recoverable will be refunded. Due and sympathetic consideration in case of illness, etc. will be extended. In addition to the cancellation penalties above, any airline or land operator penalties incurred due to cancellation will be charged to the traveler.

**TERMS & CONDITIONS:** In order to register for this tour, airline ticketing must be handled through World Flower Council (WFC), HPT/Sunflower Travel Corp. (STC). Happiness Plaza Travel & Tours Inc./STC reserves the right to refuse acceptance of any person, or retain anyone during the tour for reasons of compatibility or congeniality, which might affect the smooth and efficient operation of the tour. Any deviation from this itinerary will be subject to an additional handling fee.

**RESPONSIBILITY:** This tour is sponsored by World Flower Council and is conducted by Happiness Plaza Travel/Sunflower Travel Corp. HPT/STC, the tour operator, agrees to arrange for the tour described in this brochure, which represents the entire agreement between the passenger and his agent, the sponsor and HPT/STC. All tickets and coupons covering transportation, hotel, land accommodations, or other services are issued by HPT/STC or the airlines. HPT/STC serves as agent for such other companies furnishing such services and neither World Flower Council or HPT/STC nor their sub-agents shall be held liable for loss of, damage or injury to person, caused by reason of any defect by any transportation company, hotel agent or any party providing such services. They also reserve the right to make changes and alterations in the itinerary as may be found necessary for the proper handling of this tour.

The airlines and land operators concerned are not to be held responsible for any act, omission or event during time that passengers are not on board their planes or conveyances. The passage contract in use by the airlines and land operators concerned, when issued, shall constitute the sole contract between those airlines and land operators and the purchasers of the tour and/or passengers.

The air carrier is responsible only for the air travel portion of the tour, performed by it on behalf of the tour participant in accordance with the terms and conditions of their individual passage contract and subject to applicable laws, treaties, and legislature governing air transportation. Tour service including but not limited to carriage by land or sea, guide services, hotel accommodations, restaurant and all services other than carriage by air, are furnished by contractors who are independent and do not act for or on behalf of the air carrier and shall not be held responsible for any act, omission or event occurring prior to the tour participant's embarkation, while upon or after his disembarkation from the aircraft.

All fares shown are those in effect at the time of printing (Feb 20, 2007) and are subject to change in price, conditions, and government approval. Prices are based on the current exchange rate valid at the time of printing and are subject to change.

**INCLUSIONS:** An optional round trip coach airfare from home city, hotel accommodations as listed in your selected tour, along with transfers and tours as listed in itinerary, all breakfasts. Other meals are as reflected in the itinerary of the tour selected. Summit registration and WFC membership is included in the Summit program. A travel escort is supplied with a minimum of 20 on each tour.

**NOT INCLUDED:** International air tax, airport and departure taxes, excess baggage charges, insurance, gratuities, visa fees, hotel or air upgrades, items not mentioned in itinerary and items of a personal nature.

# REGISTRATION FORM 24<sup>th</sup> ANNUAL WFC SUMMIT



## 2007 WORLD FLOWER COUNCIL SUMMIT & TOURS TO NICE AND PROVENCE, FRANCE AND COSTA BRAVA AND BARCELONA, SPAIN

Pre-Tour – September 29-October 3, 2007

Summit October 4-8, 2007

Post-Tour – October 8-15, 2007

Traveler 1 Name: \_\_\_\_\_

Traveler 2 Name: \_\_\_\_\_

Street Address (no P.O. Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Bed Type: Twin King Smoking Preference: Smoking Non Special Meal Request \_\_\_\_\_

Air Departure City: \_\_\_\_\_ If you have a new passport or have never traveled with HPT in the past, please forward a copy of your passport by fax or mail.

Cost Per Person (USD) Based on Double Occupancy – minimum 20 persons for each tour:

Package A:	Summit Registration, 4 nights hotel and air from New York	\$1825.00	\$ _____
	Single Supplement	+ \$350.00	\$ _____
Package B:	Pre-Tour, 3 night Provence/Riviera includes Oct. 3 Nice Hotel	\$1315.00	\$ _____
	Single Supplement	+ \$415.00	\$ _____
Package C:	7 night Rivera/Costa Brava/Barcelona, Spain, Two Faces Design Show	\$3405.00	\$ _____
	Single Supplement	+ \$425.00	\$ _____
	Early Arrival, October 3, or additional nights/room	+\$190.00(dbl.) \$165.00(sing.)	\$ _____
	Hotel Upgrades upon request		
	Domestic Air – Home city to New York		\$ _____
	Optional Tour – October 4, (must arrive Oct. 3), to Monaco, Eze, and St. Paul	+\$85.00	\$ _____
	Per person, minimum 20		
	<b>Total Cost</b>		<b>\$ _____</b>

*Above costs do not include international air tax and airport tax, insurance or gratuities. Additional travel information sent upon registration.*

*Include 3% additional if credit cards are used as payments.*

\$ \_\_\_\_\_

**PAYMENT INFORMATION:** \$1,000 per person due at time of booking.

\$1,000 per person due by June 10, 2007

Balance due no later than August 15, 2007

Late registration fee of \$100 per person after August 15, 2007

### PAYMENT PLANS:

\_\_\_\_ Please find enclosed a check for the deposit or payment in full.

\_\_\_\_ Please charge my credit card below for the deposit and follow the payment schedule above.

\_\_\_\_ Please charge \$500 per month per person using check or credit card below. Monthly reminders will not be sent.

Card Type: \_\_\_\_ Visa \_\_\_\_ Master Card \_\_\_\_ American Express \_\_\_\_ Discover

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expiration: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

MAKE CHECKS PAYABLE TO:

WORLD FLOWER COUNCIL  
10476 E. Cannon Drive  
Scottsdale, AZ 85258 USA  
Dean-480-860-0906-(cell)480-242-1948 / 316-686-0102, 800-835-3525 - John  
480-860-0907 (fax) Dean / 316-34-1717 (fax) John  
[dean@worldflowercouncil.org](mailto:dean@worldflowercouncil.org)