



## **The 2015 Bromeliad Extravaganza® 'Bromeliads in the Magic City'**

**WHAT:** You're invited to attend the 2015 Bromeliad Extravaganza®  
Sponsored by the Florida Council of Bromeliad Societies  
Hosted by the Bromeliad Society of South Florida

**WHEN:** Friday & Saturday, September 25 and 26, 2015

**WHERE:** DoubleTree by Hilton Hotel Miami Airport & Convention Center

The Bromeliad Society of South Florida is our host this year as we enjoy a two day event (with optional tours on Sunday, September 27) in beautiful Miami. It's a fun filled weekend of activities starting on Friday evening with a meet and greet. Enjoy a huge bromeliad sale on Saturday. Guest speakers are Sr. José M. Mazaneres from Ecuador and Mr. Craig Morell of Pinecrest Gardens. A wonderful banquet on Saturday evening is followed by a fabulous Florida Council Rare Plant Auction. Optional tours on Sunday include Block Botanical Gardens, Sunshine Bromeliads and Pinecrest Gardens.

*This is your opportunity to join hundreds of bromeliad growers, hybridizers, artists and enthusiasts from around Florida and around the world to discuss everything bromeliad related.*

### **HOTEL INFORMATION**

The DoubleTree by Hilton Hotel, Miami Airport & Convention Center, 711 NW 72<sup>nd</sup> Avenue, Miami, FL 33126, will serve as the host hotel providing incredible amenities for you and your family. Special Extravaganza rates of \$107.00 a night (plus applicable taxes) have been secured with the group code: BRO, Bromeliads in the Magic City. For special requests, please contact the hotel directly. Visit <http://tinyurl.com/doubletree-hilton-BRO-reserve> or call group reservations at (305)261-3800, extension 4333, toll free (888)353-1995, FAX (305)260-8900. Last date to qualify for the special rate is August 26, 2015 so make your reservations today.

### **PARKING INFORMATION**

The DoubleTree by Hilton Hotel provides on site, self and valet parking for a fee. To receive a reduced parking rate of \$5.00, mention "Bromeliads in the Magic City".

### **SHOPPING AT THE MERCHANDISE MART**

Be sure to check out the unique Miami International Merchandise Mart, a wholesale, 200-shop adventure adjacent to the hotel. Open Monday through Saturday, 10:00 am to 6:00 pm.

## **TENTATIVE EVENTS FOR THE WEEKEND INCLUDE** **(Subject to Change)**

### **BSI ANNUAL MEETING**

The Bromeliad Society International will hold its 2015 Board of Directors Annual Meeting at the hotel on Friday. The purpose of the BSI is to promote and maintain public and scientific interest in the research, development, preservation, and distribution of bromeliads, both natural and hybrid, throughout the world. They publish a quarterly "Journal" and hold biennial international conferences throughout the world. While the Board of Directors meet nearly the entire day, a BSI member opportunity to participate is from 8:00 to 9:00am, Friday.



### **FRIDAY EVENING MEET & GREET**

An opportunity to visit with old friends and meet some new ones. And your first chance to meet Sr. José M. Manzanares and Mr. Craig Morell who will speak on Saturday. As a part of the evening a special Bromeliad Society of South Florida Silent Auction will take place.

### **BROMELIAD SALE**

One of the biggest highlights and the 'Must Do' of the weekend is the sales area. This is your chance to purchase all things bromeliad related, including thousands of beautiful bromeliads. It's also an opportunity to speak with some of the most knowledgeable growers in the business. Confirmed vendors at this time include: Jose & Karine Bracke Manzanares, Bromeliads Galore, Randy's Bromeliads & More, Lobo Landscaping, ColorZone Tropicals and Michael's Bromeliads.

There is no fee to attend the sale and this event is advertised and open to the general public. Come early for best selection. Cash, debit and major credit cards will be accepted.

### **GUEST SPEAKERS**



#### **Sr. José M. Mazanares**

Our special guest **Sr. José M. Mazanares** from Ecuador will speak on Saturday. Born in Spain, he graduated from the University of Barcelona and the School of Gardening with studies in horticulture. After finishing his studies in Spain he moved to Belgium to specialize in the cultivation of tropical plants including bromeliads. In 1983 he traveled to Ecuador to see the Bromeliaceae in their natural habitat and has remained in the country to this day. Sr. Mazanares has dedicated himself to the study of the bromeliads of Ecuador and the cultivation and export of roses. A writer, researcher, explorer and lecturer he has written numerous articles for the BSI Journal and other publications in Ecuador and throughout the world. He has published two books entitled, Jewels of the Jungle, Bromeliaceae of Ecuador, Part I and II. Sr. Manzanares will have at least one of the books for signing and purchase.

(Extravaganza registration is required for this event)

#### **Mr. Craig Morell**

Commonly referred to as the 'Pinecrest Plant Guy' for a blog he writes, he is a career horticulturist and plant collector, currently the horticulturist at Pinecrest Gardens, former site of Parrot Jungle. Currently living in South Miami, Mr. Morell has worked at Pinecrest Gardens since 2004, renovating and



modernizing the garden. It is a work in progress, but it is a rare event when a botanical garden is handed to a horticulturist for a career.

(Extravaganza registration is required for this event)

## **RAFFLE BASKETS**

Wonderful opportunities to take a chance on a beautiful raffle basket filled with all types of goodies or a chance at the weekend 50/50 raffle will occur on both Friday and Saturday. Check the 'Winners Board' frequently on Saturday for the raffle baskets. The 50/50 drawing takes place on Saturday evening, and you need not be present to win this one!

## **FLORIDA COUNCIL BANQUET**

What a better way to end an exciting day than a banquet on Saturday evening with all the registered attendees and special guests of the Extravaganza. Select from three menu choices and complete your registration form today. The dress code is casual, perhaps your favorite bromeliad shirt!

## **FLORIDA COUNCIL RARE PLANT AUCTION**

Growers, hybridizers, artists, writers and each of our nine member societies contribute to this exciting auction. Over 100 items will be auctioned to the highest bidder, in both a silent and live auction. This is always a chance to bid on a newly hybridized bromeliad, a beautiful piece of bromeliad art or that rare bromeliad book. Proceeds benefit the Florida Council of Bromeliad Societies and their support of the Harry Luther Scholarship Fund and eradication of the Mexican Bromeliad evil weevil. If you have a special item you would like to donate to the auction please contact our Auction Chair, Carolyn Schoenau at [orlandiana2012@gator.net](mailto:orlandiana2012@gator.net)

(A cash bar is available and Extravaganza registration is NOT required for this event.)

## **SUNDAY TOURS**

These tours are optional and you may do them 'on your own' or with 'scheduled transportation'. Scheduled transportation to Block Botanical Gardens and Pinecrest Gardens will be made available only if a required amount of attendance is pre-registered. Please register no later than July 26, 2015. There is no scheduled transportation to Sunshine Bromeliads.



**BLOCK BOTANICAL GARDENS** (Sunday 9:00 am to 11:00 am)

Private Residence, 7299 SW 79<sup>th</sup> Court, Miami, FL 33143

Join a guided tour of the grounds and greenhouse of the Dr. Jeffrey S. Block Family. A residential garden gem that for twenty-five years has

consistently emphasized the finest in advanced subtropical horticulture, and features mature examples of some of the world's most beautiful ornamental plant species. Thriving in a century old mango and avocado grove originally chosen for it's rich natural resources, the site has been designed and sustainably nurtured by physician botanist/horticulturist and Master Gardener, Dr. Jeff Block.

**PINECREST GARDENS** (Sunday 11:30am to 12:30pm)

Municipal Park, 11000 SW 57<sup>th</sup> Avenue (Red Road), Pinecrest FL 33156

In the 1930s, Austrian born Franz Scherr envisioned building an attraction where birds would "fly free". He rented twenty acres of hammock land for \$25.00 per year and started developing the tourist attraction that would become Parrot Jungle. On December 20, 1936, about 100 curious visitors paid 25 cents admission to see and hear Scherr describe his birds, trees



and flowers. And of course this is also the start to an incredible bromeliad pioneer, Mr. Nat DeLeon who adorned the property with outstanding displays of bromeliads he was painstakingly collecting from all over the world. On December 17, 2002, the Village of Pinecrest completed the purchase of the Parrot Jungle property and began the transition towards developing the site as Pinecrest Gardens. Entrance charges apply, \$5.00 regular admission, \$3.00 senior admission.



### **SUNSHINE BROMELIADS (Sunday 8:00 am to whenever)**

Private Residence and Commercial Nursery, 14601 Old Sheridan St. South West Ranches, FL 33030  
Sunshine Bromeliads, has been a family owned business serving South Florida landscapers and collectors since 1985. The business was started by Joséfa León, a well known and respected grower of bromeliads. Joséfa started her fascination with bromeliads in 1980 when she attended a plant show in Miami Lakes, Florida. She was amazed at the wide array of vibrant colors and different varieties within the bromeliad family; needless to say she was instantly hooked. The fascination started as a hobby and quickly turned into an incredible career. Joséfa has come to be known as one of the top bromeliad collector/growers in South Florida; she's won countless awards and a frequent feature in the Miami Herald Home & Garden Section.

### **VOLUNTEERS NEEDED**

It takes a lot of folks to pull off an event of this size. Anyone who would care to assist the Bromeliad Society of South Florida (BSSF) during the Saturday events with the plant holding area, sales area or security is welcome to participate. Please contact Mike Michalski (305) 279-2416 or [pgonza7782@aol.com](mailto:pgonza7782@aol.com).

### **ADVERTISING**

The Bromeliad Society of South Florida (BSSF) is very excited to offer members, societies, businesses, vendors or any other parties the opportunity to advertise in the program booklet for the 2015 Bromeliad Extravaganza, 'Bromeliads in the Magic City'. Rates start at \$25, camera ready art or your ad must be received no later than August 26, 2015.

### **QUESTIONS/CONTACT US**

Refer to [www.bssf-miami.org](http://www.bssf-miami.org) or [www.fcbs.org](http://www.fcbs.org) for the advertising forms, registration forms, garden tour forms and the tentative schedule. Make all checks payable to BSSF, Inc. and mail to BSSF Treasurer: Frederick Sussenberger, 19731 Eagle Nest Road, Cutler Bay, FL 33157-8642. Email the Event Chair, Barbara Partagas at [bpargagas8554@gmail.com](mailto:bpargagas8554@gmail.com). **US Phone (305) 256-7669.**