

Kasey Cronquist, IOM **CEO/Ambassador**



A proven and dedicated leader, Kasey Cronquist joined the California Cut Flower Commission (CCFC) with solid organizational leadership experience. Prior to coming on board with the CCFC, Kasey served as president and chief executive officer of the Carpinteria Valley Chamber of Commerce. While at the Chamber, Kasey worked with several California cut flower growers and became acquainted with the unique and diverse needs of the industry.

Since joining CCFC in October 2007, Kasey has spearheaded an aggressive public affairs program targeting lawmakers in both Sacramento and Washington, D.C. Additionally, he led a historic grower/exporter relations tour to Colombia, allowing growers to experience the production dynamics of California's largest overseas competitor.

In addition to ongoing governmental affairs outreach, Kasey has worked closely with the CCFC marketing and promotion committee to develop a strategic three-year plan for communicating on behalf of the California cut flower grower while branding California as America's best source for high quality cut flowers. He has most recently, secured a \$95,000 Specialty Crop Block Grant to help improve the transportation of flowers in and out of California.

Kasey is currently active on several boards and within multiple organizations, including the California State Floral Association where he serves as treasurer, Floral Promotions Organization, Buy California Marketing Agreement Marketing Sub-Committee, and Carpinteria Relay for Life where he serves as online chairperson. Previously, he served on the Regional Legislative Alliance and the City of Carpinteria Parking and Business Improvement Area Advisory Board. Kasey is also a graduate of the U.S. Chamber of Commerce Institute for Organizational Management (IOM); he is also a member of the California AgriBusiness President's Council. Additionally, in 2007, he was selected as a prestigious Santa Barbara Foundation's Katherine Harvey Fellow and in 2009 selected as one of 40 you industry leaders in the Produce Business 40 under Forty award program.

Hailing from an agricultural community in western Washington, Kasey earned a degree in communications studies from Westmont College in Santa Barbara. He currently resides in Carpinteria with his wife, Tarah and son Kaden.