

The California State Floral Association Annual Event - CaliFlora 2018

Bloomin' Trends - Growers, Designers & Emerging Professionals - A Blooming Success

The California State Floral Association's (CSFA) annual event - "CaliFlora 2018" - "Bloomin' Trends - Growers, Designers & Emerging Professionals" was hosted by the Carlsbad International Floral Trade Center on November 3rd and 4th in Carlsbad, CA.

Saturday was filled with hands-on education classes featuring instructors, Anthony Alvarez AIFD, CCF, EMC, (Leaf Manipulation in the am and Garland Construction - Basics and Beyond in the pm); René van Rems AIFD - Hand-Tied Bouquets, Packaging & Wedding Bouquets and Steven Brown AIFD, CFD, CCF - Body Flowers. The California Certified Florist (CCF) exam was held throughout the day on Saturday.

CSFA President, Wilton Lee, officially opened the convention with a welcome on Saturday evening.



Above: CSFA Student Competition Winner Cortni French,
Long Beach City College

The thirteenth annual CSFA student design competition was held on Saturday evening with Debbie Alvarez CCF, Camarillo ROP & Floral Phenomenon, as Commentator. The student competition was Sponsored by the California Cut Flower Commission. The winner of the 2018 student design competition is Cortni French, Long Beach City College, This year's 2nd place winner and People's Choice award recipient is Amber Buzzard, Cal Poly State University, San Luis Obispo; third place winner is Jaycee

Baldus, Long Beach City College. Along with the first, second and third place winners, the following designers were among the Top Ten student finalists: Alicia Evans, Cuyamaca Community College, Megan Borzone, Cal Poly State University, San Luis Obispo, Jennifer Apland, Cal Poly State University, San Luis Obispo, Adam Schindler, City College of San Francisco, Grace Andrade, City College of San Francisco, Emma Blair, Cal Poly State University, San Luis Obispo, and Allysa Robinson-Harris, Long Beach City College. Ten students representing Cal Poly State University, San Luis Obispo, City College of San Francisco, Cuyamaca Community College and Long Beach City College, competed in the timed competition. Congratulations to Cortni and all the students who competed in this year's student design competition!



Above: CSFA Student Competition 2nd place winner and
People's Choice award recipient is Amber Buzzard, Cal Poly
State University, San Luis Obispo

Sunday morning kicked off with the 2018 Top Ten Design Competition Sponsored by CalFlowers. Sambath Prom-Chiem AIFD, CCF, CFD, Sammy Chiem Events, is this year's Top Ten and People's Choice Winner. Mary Anne Mertz, Mary Anne Mertz Floral Design, took second place. Third Place winner is Vic Castillo AIFD, CFD, Ralston Florist.

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Above: Top Ten and People's Choice Award Winner – Sambath Prom-Chiem AIFD, CFD, CCF

Along with the first, second and third place winners, the following designers were among the Top Ten finalists: Martha Aaron, Sedona Mountain High School, Kat Castagnoli AIFD, CFD, CCF, Kat's Creations Floral Design, Masako Lesure, San Diego Wholesale Flowers & Supplies, Sue Smith, Lee's Berkeley Florist and Nursery, Karen Frey, Four Seasons Flowers, Tracey Duncan CCF, Create With T, and Suzie Bowen AIFD, Four Seasons Flowers. CSFA President, Wilton Lee, CCF and Top Ten Commentator, Lee Burcher, AIFD, CCF, CFD, PFCI presented trophies to the winners on behalf of this year's Top Ten Competition Sponsor CalFlowers.



Above: Top Ten Winners – Right to left - Top Ten and People's Choice Award Winner – Sambath Prom-Chiem AIFD, CFD, CCF, 2nd Place Winner Mary Anne Mertz, and third Place winner is Vic Castillo AIFD, CFD.

Sambath will be invited to represent CSFA in the Society of American Florists Sylvia Cup Competition in 2019. Congratulations to Sambath and all those who competed in this year's Top Ten design competition!

During the Sunday afternoon program, the California State Floral Association honored David Marabella, Floral Supply Syndicate, for his Leadership, and Exemplary Contributions to the California State Floral Association and the entire floral Industry. Congratulations to David!

Mellano & Company hosted coffee, tea, hot cider and delectable delights for Sunday's attendees.

A delicious lunch catered by Tip Top Meats was enjoyed by all!

The Silent Auction was Chaired by Steven Brown AIFD, CCF, CFD and was a huge success. Items were up for auction and bidding wars were fierce!

The California Certified Florist Pinning Ceremony (CCF) was held on Sunday afternoon. CCF Committee Chair, Kay Wolff AIFD, CCF, CFD presided over the presentation and was assisted by CSFA President, Wilton Lee CCF. Congratulations to Sara Araujo CCF, Benda Davis-Landini CCF, Tracey Duncan CCF, Mandy Garner CCF, and Amanda Rodriguez CCF.



Above: CCF Pinning Ceremony

The audience was treated to an amazing afternoon design show sponsored by Teleflora featuring Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF. Joyce's program – "Bringing Back the Art of Design" was a huge success. Joyce is a phenomenal designer and it is easy to see why Floral Management Magazine named her one of the top ten "Rock Star" presenters in the country!



Above: Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF Design Show Sponsored by Teleflora.

The Top Ten podium arrangement and trophy table designs were created by 2017 Top Ten Winner, David Root, Pacific Events Productions.



Above: Awards table centerpiece designed by 2017 Top Ten Winner, David Root

Thank you to all the growers who donated their beautiful California flowers/foilage to CaliFlora 2018. And to every person who dedicated countless hours to volunteer their time and expertise to ensure the success of this program and the California State Floral Association. Our sincere appreciation to Convention Co-Chairs, David Marabella and René van Rems AIFD, PFCI, and to every Committee Member, Instructor, Judge, Designer, Commentator, Coordinator, Grower, Supplier, Wholesaler, Volunteer, and Friends and Family for your outpouring of generosity!

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**The California State Floral Association sends an extra thank
you to all those who contributed, competed and attended
CaliFlora 2018. We look forward to seeing you all in 2019.**

