

# The California State Floral Association Annual Event

## CaliFlora 2019 - Floral Artistry Showcase

The California State Floral Association's (CSFA) annual event - "CaliFlora 2019" - "Floral Artistry Showcase" was hosted by the 'The Original Los Angeles Flower Market'.

Saturday was filled with hands-on education classes featuring instructors, Anthony Alvarez AIFD, CCF, EMC (Garland Construction - Basics and Beyond); Lee Burcher AIFD, CCF, CFD, PFCI (Surprise Package 101 or How To Take it to Number One); Wilton Lee CCF (Lei Making Workshop); and Reina Sumabat AIFD, CCF (Floral Crown & Body Flower Designing Made Easy).

CSFA President, Wilton Lee CCF and Emcee Catherine Hillen-Rulloda AIFD officially opened the convention with a welcome on Sunday morning.

The fourteenth annual CSFA student design competition was held Sunday morning with Debbie Alvarez CCF as Commentator. The student competition was Sponsored by the San Francisco Flower Mart. The winner of the 2019 student design competition and People's Choice Award is Valailuck Nok Suwanich, Golden West College. This year's 2nd place winner is Kassidy Talbot, Cal Poly State University, San Luis Obispo; third place winner is Samantha Theodozio, Cal Poly State University, San Luis Obispo. Along with the first, second and third place winners, the following students also competed in the Student Design Competition: Kiara Benavides, Cal Poly State University, San Luis Obispo, Madison Reaves, Cal Poly State University, San Luis Obispo, Lina Woo, City College of San Francisco, and Katie Wik, Enochs High School. Congratulations to Valailuck and all the students who competed in this year's student design competition!

The 2019 Top Ten Design Competition was Sponsored by CalFlowers. Mary Anne Mertz, Mary Anne Mertz Floral Design is this year's Top Ten Winner. Judy Janzen CFD, Freelance Floral Designer, took second place. Third Place winner is Vic Castillo AIFD, CFD, Anturio Designs & Events. People's Choice and Fourth Place Winner is Anthony Alvarez, AIFD, CCF, EMC, Jasmine

Creek Florist. The following designers received Top Ten Awards: Grace Andrade, Freelance Floral Designer, Kat Castagnoli AIFD, CCF, CFD, Kat's Floral Design, Manuel Cuate Velazquez AIFD, CFD, Freelance Floral Designer and Wilton Lee CCF, Lee's Berkeley Florist & Nursery. Cathy Frost-Hickman AIFD was the Top Ten Commentator.

Mary Anne will be invited to represent CSFA in the Society of American Florists Sylvia Cup Competition in 2020. Congratulations to Mary Anne and all those who competed in this year's Top Ten design competition! During the Sunday afternoon program, the California State Floral Association honored Peggi Ridgway from the Bloomin' News for her Leadership, and Exemplary Contributions to the California State Floral Association and the entire floral Industry. Congratulations Peggi! Mellano & Company hosted beverages and delectable delights for Sunday's attendees.

A delicious lunch catered by Dearmore Catering 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 Tin Tin Aye Ye CCF, Gricelda Hernandez CCF, Lucia Medina CCF, Leslie O'Dell CCF and Karina Perez CCF.

The audience was treated to an amazing afternoon design show sponsored by Accent Décor featuring Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF. Joyce's program – "I JUST WANT TO MAKE PRETTY FLOWERS" The Challenges of Today's Florist" 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! Joyce was this year's AIFD Symposium Chair and is a Past President of the American Institute of Floral Designers. Joyce's enthusiasm for the love of flowers is contagious and everyone in the audience would agree!

The Top Ten podium arrangement and trophy table designs were created by 2018 Top Ten Winner, Sambath Prom-Chiem AIFD, CCF, CFD, Sammy Chiem Events.

Sincere thanks to the following convention sponsors:

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Suzanne Skorheim CCF  
Teresa Duncan  
The Original Los Angeles Flower Market  
of the American Florists' Exchange  
Wilton Lee CCF

Thank you to all the growers who donated their beautiful California flowers/foilage to CaliFlora 2019. 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 Chair, David Marabella, Floral Supply Syndicate, and to every Committee Member, Instructor, Judge, Designer, Commentator, Coordinator, Grower, Supplier, Wholesaler, Volunteer, and Friends and Family for your outpouring of generosity!

**Take a look at our convention photos on page 3.**



Anthony Alvarez AIFD, CCF, EMC – Placed 4th and won People's Choice Award in the Top Ten competition



Vic Castillo AIFD, CFD – Placed 3rd in the Top Ten Competition



Judy Janzen CFD – Placed 2nd in the Top Ten Competition



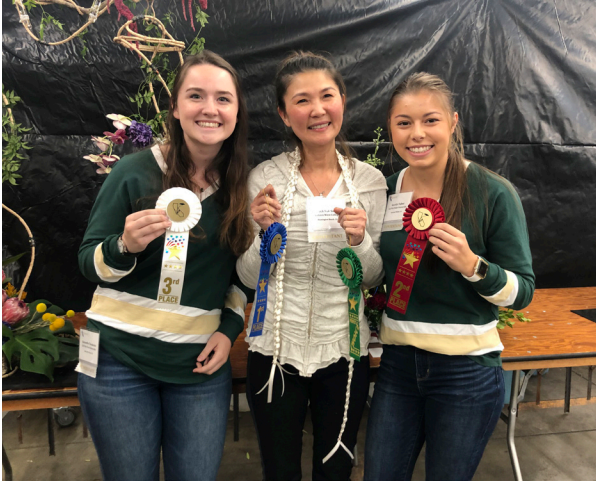
Mary Anne Mertz – Top Ten Winner



All the Top Ten Contestants



1st Place Winner and People's Choice Award Student Competition – Valailuck Nok Suwanich



Student Competition winners – left to right – 3rd place student winner, Samantha Theodozio, 1st place winner Valailuck Nok Suwanich, 2nd place winner Kassidy Talbot



3rd Place Student winner – Samantha Theodozio



2nd Place Student winner – Kassidy Talbot



Student Competitors



Meritorious Service Award Winner Peggi Ridgway,  
The Bloomin' News



CSFA President Wilton Lee CCF Receiving President's  
Award



Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF -  
Featured Sunday afternoon designer sponsored by  
Accent Décor.



Lei Making Class - Instructor Wilton Lee CCF