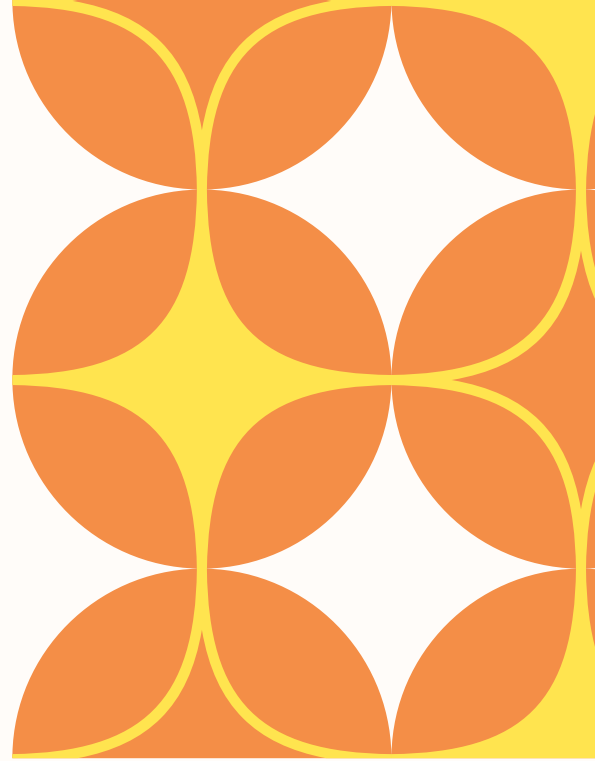




2025

CALIFLORA CONVENTION

BLOOM BEYOND BOUNDARIES



NOVEMBER
7-9, 2025



CAL EXPO
SACRAMENTO



DEREK WOODRUFF

FEATURED DESIGNER

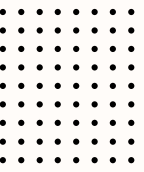
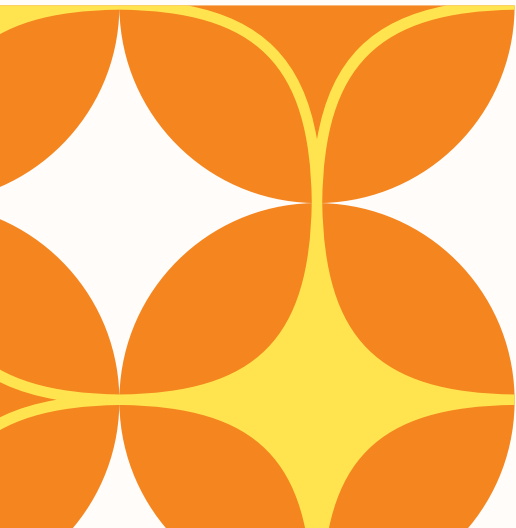
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CALIFORNIA STATE
FLORAL ASSOCIATION

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CONVENTION AGENDA



DAY 1

Friday, November 7

8:00 AM • California Certified Florist Exam (CCF)

4:00 PM • Student Design Competitions

High school and college students compete in separate competitions.

DAY 2

Saturday, November 8

**A DAY WITH DEREK WOODRUFF AAF, AIFD, CFD, CF, PFCI
SPONSORED BY SYNDICATE SALES**

**9:00 AM - 11:00 AM • Derek Woodruff – Hands-On Workshop
“Sustainability in Bespoke Design”**

In a world of floral saturation, what makes an arrangement stand out to an end consumer? These days, people can buy flowers from grocery stores, mass markets, and even online. The best way to set yourself apart is your style. One of the most popular design styles of today in the eyes of young consumers is known as bespoke, free-form, or bohemian. In this workshop, you will learn the key to designing using principles and elements of this type of style with the latest sustainable tools & mechanics and realize that it is not much different from what you already know in floral design.

8:30 AM – 6:00 PM • Vendor Booths

Open all day Saturday showcasing the newest industry products. Do not miss the special interactive Vendor tour and your chance to win coveted Vendor samples.

**1:00 PM – 3:00 PM • Derek Woodruff – Design Show
“The Modern Design Era”**

The consumer flower buyer has crossed the threshold into the consciousness of sustainability. Floral foam has been around since the 1950's and today's flower buyer has started to recognize that it, and other floral design practices are wasteful and not sustainable. How can we best utilize the tools around us to not only create beautiful, trendy, bespoke arrangements for today's consumer, but also to design them in the most eco-friendly way possible? In this program, learn how to use modern tools and mechanics to create the popular styles of today!

4:00 PM • Top Ten Design Competition

CHALLENGE YOUR PEERS! Brilliant Designers compete for the Designer of the Year Award!

DAY 2 CONTINUED

Saturday, November 8

4:00 PM – 5:00 PM • Silent Auction of Derek Woodruff's Program Designs

A great opportunity to take home an original design by Derek Woodruff!

DAY 3

Sunday, November 9

HANDS-ON WORKSHOPS

8:30 AM – 10:00 AM • Lei Making with Wilton Lee CCF

Learn all you need to know with Lei making expert Wilton Lee CCF.

8:30 AM – 10:00 AM • Unique Botanical Jewelry Workshop with Susan Ishkanian AIFD CCF

Susan will expand your idea of floral finery with crocheted metal magic. Corsages, mini bouquets, pocket squares, boutonnieres ... the possibilities are exciting! Join Susan for this creative hands-on workshop.



8:30 AM – 10:00 AM • Leaf Manipulation Workshop with Danelle Ariaz AIFD, CFD, CCF

In this class you will learn leaf manipulation techniques to create elegant designs.

10:15 AM – 11:45 AM • Back to Basics Workshop with Kristi Short CCF

A class for beginning floral teachers. Learn how to place flower orders and about greening through this activity-based class.

10:15 AM – 12:30 PM • Stretch the Budget!

Creative Arrangements designed with elements available in your greenhouse or garden. Katharina Stuart AIFD CFD CCF and Kay Wolff AIFD CFD CCF will share tips for designing with succulents and suggest other foliage you may want to grow for your designs. You will create an arrangement too!



LOCATION

Cal Expo, Sacramento CA
All events will take place in Buildings # 3 & 4
Parking is \$10 on Saturday & Sunday
1600 Exposition Blvd, Sacramento, CA 95815
calexpostatefair.com



HOTEL

Residence Inn by Marriott | Sacramento Cal Expo
550 Leisure Lane, Sacramento, CA 95815
Last Day to Book: Friday, October 17, 2025
[Click here to book with the group rate](#)



CONVENTION SPONSORS



THANK YOU FOR MAKING CALIFLORA POSSIBLE!

For more information visit the California State Floral Association Website: www.calstatefloral.com or call the CSFA office at 916-448-5266

