

CALIFLORA 2021 - ONE DYNAMIC DAY WITH FLOWERS!!

#dynamicflowerday

The California State Floral Association's (CSFA) annual event - "CaliFlora 2021" - "ONE DYNAMIC DAY WITH FLOWERS" was held on Saturday, November 6th. Hosted by Carlsbad Ranch, the morning session was held at the Pavilion at the Flower Fields. The afternoon session was hosted by the International Floral Trade Center in Carlsbad.

CSFA President, Lee Burcher AIFD, CFD, PFCI, CCF welcomed everyone to ONE DYNAMIC DAY WITH FLOWERS! Saturday morning kicked off with a 'Meet the Farmer' segment. Mel Resendiz of Resendiz Brothers Protea Growers LLC shared the history of how he and his family established Resendiz Brothers. Mel's journey is remarkable and Resendiz Brothers Protea Growers is now the largest supplier of Protea to South Africa and Australia. Mel described all the different varieties of Protea they grow while designing beautiful bouquets made with Resendiz Brothers Protea!

Steve Dionne, Executive Director of CalFlowers, gave background information on The California Association of Flower Growers & Shippers (CalFlowers) noting they are a voluntary California-based trade association which collaborates with other floral industry associations to promote the floral industry in the U.S. and provides access to discount shipping programs for floral products. Steve shared CalFlowers exciting new marketing initiative noting CalFlowers' aspirational goal is "More Americans enjoying more flowers more often" and they are excited to launch this high-impact campaign on behalf of the broader floral industry. Steve noted he was on location in Warsaw, Poland and Amsterdam, Netherlands to oversee the film and still photo productions, and they expect to have a professional, polished ad campaign that incorporates humor, visual interest, and a relatable message that promotes the enjoyment of fresh flowers. The marketing campaign will be launched on Instagram, YouTube, Spotify, and Pinterest in January 2022. Special thanks to Steve Dionne and the entire CalFlowers organization for being The PREMIER Sponsor of CaliFlora 2021!

Attendees were treated to a Dynamic morning design

show sponsored by Accent Décor featuring Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF. 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 is a past AIFD Symposium Chair and is a Past President of the American Institute of Floral Designers. Joyce's enthusiasm and love of flowers is contagious and everyone in the audience would agree! Following her design program Joyce conducted a hands-on design workshop.

Attendees moved to The International Floral Trade Center in Carlsbad for lunch and the afternoon segment of ONE DYNAMIC DAY WITH FLOWERS!

Kay Wolff AIFD, CFD, CCF, presented two hands-on demonstrations: a Social Media presentation - "Getting Social" and "Picture This" - an Interactive Photography Session.

Donald Yim AIFD, CFD, PFCI was the featured afternoon designer. His Dynamic fun-filled design program was sponsored by Accent Décor. Donald won the 2019 SAF Sylvia Cup Grand Prize in Amelia Island, Florida and he placed 5th in the 2019 World Flower Art Contest in Beijing, China. Following Donald's presentation, the audience participated in a hands-on design workshop.

The day concluded with a festive celebration with attendees parading their personal designs!

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The California Certified Florist (CCF) program held a CCF exam on Sunday, November 7th, at the International Floral Trade Center in Carlsbad. Kay Wolff AIFD, CFD, CCF, Chair of the CCF program, administered the exam. Special thanks to the Evaluators and volunteers that assisted with the exam

Thank you to all the growers who donated their beautiful California flowers/foilage to CaliFlora 2021. 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, Kay Wolff AIFD, CFD, CCF and David Marabella, Floral Supply Syndicate, and to every Committee Member, Instructor, Judge, Designer, Grower, Supplier, Wholesaler, Volunteer, and Friends and Family for your outpouring of generosity!



Mel Resendiz, Resendiz Brothers Protea Growers



Steve Dionne - CalFlowers Executive Director



Joyce Mason-Monheim AIFD, CFD, AAF, PFCI, AzMF



Left to right -Donald Yim, Lee Burcher, Joyce Mason-Monheim



Design by Donald Yim



Kay Wolff, Joyce Mason-Monheim, David Marabella



Donald Yim AIFD, CFD, PFCI



Design Workshop at the Flower Fields



Design Workshop at the International Floral Trade Center Carlsbad