


From: San Diego Floral Association infosdfloral@gmail.com 
Subject: Fwd: Winter Newsletter 2025
Date: February 3, 2025 at 4:09 PM
To: San Diego Floral Association infosdfloral@gmail.com, Lynn Langley lynlangley@aol.com
Bcc: bernardogardenersclub@gmail.com



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From: San Diego Floral Association <admin@sandiegofloral.org>
Date: Mon, Feb 3, 2025 at 9:39 AM
Subject: Winter Newsletter 2025 **Please distribute**
To: San Diego Floral Association <infosdfloral@gmail.com>



San Diego Floral Association Newsletter - Winter 2025

President's Message

Greetings to our members and my best wishes for 2025.

I hope you will join us for our quarterly meeting on February 19 in Balboa Park. We will enjoy an encore presentation from Brijette Peña of the San Diego Seed Company, who last addressed us on Zoom during the Pandemic shutdown. This time--after you get fired up by Brijette with the latest information on locally developed seeds--you'll be able to go home with seeds and get started on your summer harvest. This is the first program developed by our new 1st vice president, Carole Leap, who has booked an exciting year of programs for us with local entrepreneurs and urban farmers. Carole will also teach SDFA's first class of the year--"Posies & Potions"--on Valentine's Day eve.

This month we are also kicking off our 2nd annual photo contest. This year's theme is "Along a Garden Path," which we hope will appeal to a broad range of gardeners, horticulturists and photographers. The winning image will be featured on the cover of the Sept./Oct. edition of *California Garden*, where it will be seen by our many subscribers. Please keep reading to find out more about SDFA's 2025 photo contest.

Speaking of our website, thanks to Rachel Cobb and Jayne O'Brien, our digital space is continuing to be updated to enhance our look and feel, as well as our functionality. This month, we will also be streamlining our communications with our members, and will be providing you all with login access that will enable you to manage your communication preferences and contact information. If you have any thoughts on improvements you would like to see, including what members-only content SDFA should offer, I'd welcome your feedback at presidentsdfloral@gmail.com.

Before I sign off, a quick update on this year's Garden Tour. While we have not yet finalized our plans for this year's event, we do have a date, so please **Save the Date** for **May 31st**. Bonnie Hartmeyer has developed a terrific list of criteria, and she has been scouring the city for the best gardens, so we are close to finalizing the geographic location and other details.

Hope to see you at the February meeting--I need **SEEDS** so I can grow things to turn into **HOLIDAY** crafts for our 2025 Festival of Trees!

Respectfully submitted,

Suzanne Johnson
President





CLASS

February 13, 2025 VALENTINE POSY & POTION

10:00 a.m. - Noon

Casa Del Prado, Room 104, Balboa Park

Create a mini valentine bouquet (posy) that can be placed along with a painted wine glass or coffee mug in a 2-drink holder, decorated with a card and ribbon.

Instructor: Carole Leap

Cost \$20

Minimum Class size 8 – Maximum 12

[**SIGN UP NOW**](#)





SDFa General Meeting

Wednesday, February 19, 2025

1:00 - 4:00 p.m.

Balboa Park Casa del Prado, Room 101

FREE AND OPEN TO THE PUBLIC

**HomeGrown
Seeds to Harvest**

Brijette Peña

Founder of the San Diego Seed Company

**Join us as we learn about growing with seeds and how to
preserve the harvest.**

Meet our presenter, Brijette Peña, founder of the San Diego Seed Company. In 2010, she came to the stark conclusion that few companies were producing regionally adapted seeds for Southern California climates. She took an oath: to produce dependable, organic, regionally adapted seeds for gardeners, farmers, and market growers. This lofty goal has led to the amazing development of the San Diego Seed Company. Her seed company produces organic heirloom varieties that are well-adapted for Southern California growers. She also facilitates and promotes ethical seed production to provide growers with the best varieties to ensure success. The idea is simple. If good seeds adapted to our climate are produced

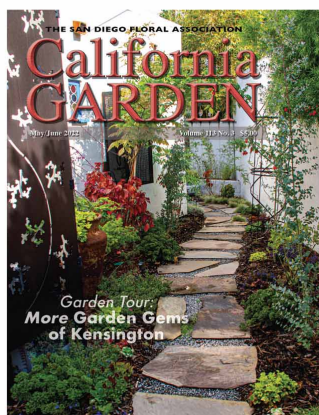
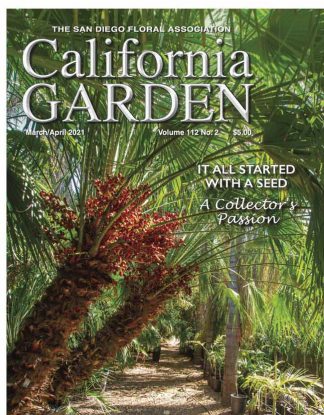
locally, we can better support our regional food systems. Ultimately, for the San Diego Seed Company, it's about supporting those who support us by growing nutritious local food.

San Diego Seed Company is a unique, sustainable urban producer of hand-harvested seeds, producing seeds in creative growing areas in San Diego County. Learn from its founder, Brijette Peña, how to create a sustainable garden, from growing from seeds, recycling, repurposing, and composting, to preserving or pickling your harvest. Bring along a companion and enjoy the afternoon with other like-minded garden enthusiasts!

San Diego Floral Association Photography Contest 2025 “Along a Garden Path”



Winning photograph will be featured on the cover of *California Garden* magazine, the longest continuously running horticulture publication in the Western United States.



Calling all Photographers

Amateurs and professionals alike, this is the time to showcase your photographic talent. Our 2025 contest invites submissions inspired by the theme "Along a Garden Path." The winning photograph will be featured on the front cover of the September/October 2025 issue

of San Diego Floral's award-winning magazine *California Garden*.

The San Diego Floral Association, established in 1907 with the mission to promote the knowledge and appreciation of horticulture and floriculture in the San Diego region, has always recognized the synergy between gardens and artists. From our participation in Art Alive with the San Diego Museum of Art to our dedication in publishing our informative, creative and beautiful magazine, *California Garden*, San Diego Floral strives to elevate and promote artistic inspiration and an appreciation of Nature's beauty.

The online entry window opens February 1, 2025 12:00 noon (PST), and closes March 31, 2025 at 11:59 p.m. (PDT). No early or late submissions will be considered. The entry fee is \$15.00 per entry. Contestants may submit up to three (3) photographs. Entry fee revenue will support the mission and educational programs of the San Diego Floral Association, a non-profit organization.



2024 Festival of Trees Recap





Last Year's Festival of Trees

Enjoyed by Thousands

SDFA's Festival of Trees, held on December 6th and 7th in conjunction with Balboa Park's December Nights, was by all accounts a huge success. We greatly appreciate the efforts of our many volunteers and affiliates who played a central role in creating such a memorable event. We have estimated that more than 30,000 visitors to the park dropped by to view our holiday displays, and 18 organizations--a mix of garden clubs, horticultural societies, and community groups--created beautiful depictions of our theme-- "Celebrating San Diego Holiday Traditions." In addition to our uniquely decorated trees, 14 talented floral designers contributed lovely holiday arrangements to the event.

Along with the holiday displays, SDFA offered fresh protea stems and gingerbread cookies for sale. For 2024, we added a horticulture-based gift shop, which featured narcissus, decorated sugar pine cones, and gorgeous protea arrangements.

SDFA is most grateful to our longtime partner, Walter Andersen's Nursery, who provided the trees for decorating, as well as their own signature display. Our collaboration with them has enabled SDFA to continue offering this holiday gift--a 50-year+ tradition--to the San Diego community.

With so many visitors to our event, SDFA has been able to raise awareness and significant funds to support our outreach activities. Thanks again to all who participated and supported us in making this event a success. We look forward to greater rates of participation in the future, and hope that more members will join us in our 2025 Festival of Trees efforts.

Sincerely,

Jayne O'Brien - Chair, Festival of Trees 2024

Treasurersdfloral@gmail.com



SDFA Office & Library--A Great Way to Volunteer!

Our SDFA office and horticultural library--located in Room 105, Casa del Prado-- provides a welcoming and stimulating space for SDFA members and Balboa Park visitors. On most weekdays, our volunteers staff the office to greet guests and answer questions about SDFA, Balboa Park and our extensive library holdings. Not surprisingly, we often sign up new members during these visits, as visitors who are interested in gardening, horticulture, and floral design--as well as San Diego history--learn of the many benefits of SDFA membership.

In addition to the SDFA library's extensive holdings, inexpensive decommissioned library books are offered for sale, as well as issues of our *California Garden* magazine. SDFA members also benefit from having library borrowing privileges, and are welcome to borrow books from the library.

While getting your hands in the dirt might appeal to many SDFA volunteers, curious minds with a penchant for learning might find volunteering in the SDFA library and office especially fulfilling. We are always looking for volunteers who would be interested in working a weekly or even monthly

volunteers who would be interested in working a weekly or even monthly shift. Shifts are from 10 a.m. to 12:30 p.m., and 12:30 p.m. to 3 p.m. on week days.

If you think you might be interested in volunteering, please get in touch with me by leaving a message on the SDFA office phone at 619-232-5762. On a personal note, I've been working the morning shift in the SDFA library and office since I joined the organization several years ago. I can say--without a doubt--that it's one of my favorite times of the week. We always have such interesting visitors--local, regional, national and international. I've been stimulated and even enlightened by so many of the discussions that have occurred during my shift. But, I have also often enjoyed the quiet space, which gives me the opportunity to browse the library's riches or catch up on my own reading. I recommend it!

Lee Somerville

SDFA Library & Office

619-232-5762

Membership News

The San Diego Floral Association greatly values and depends upon its members, who enjoy six issues per year of our award-winning magazine, *California Garden*, and are encouraged to attend our classes, lectures, meetings, garden tours and signature events. Also, we hope you will consider volunteering to serve on a committee, help staff an event or the SDFA library and office, or help us with gardening activities at Balboa Park. Stop by our Balboa Park office in Casa Del Prado, Room 105, to say hello and introduce yourself. We look forward to meeting you at one of our events, meetings, classes, etc., and are always open to hearing from members about activities and events. Thank you all for your continuing support and interest in SDFA's mission and activities.

Thank You To Our Renewing Benefactors

Linda K. Ball

Cheryl Lynn Cline

Susan & Stephen Hedrick

Christine Kehoe

Pat Ryan

Welcome To Our New Members

Andrea Christian

Dorothy P. Elwell

Matt & Charlotte Haisch

Elaine Huntington

Julia Knox

Anna Mosca

Lisa Norquist Family (Gift)

Rachel Perlmutter

Teri Shusterman

Jean Stein

Beverly Stretch

The SDFA Board for 2024-25 includes:

Suzanne Johnson – President

Carolina Leap – 1st VP Programs

Open – 2nd VP Membership

Sarah Lydick – Recording Secretary

Dolores Davies Jamison – Communications Officer

Jayne O'Brien – Treasurer

Directors:

John Blocker
Nancy Carol Carter
Bonnie Hartmeyer
Lynn Langley
Dawn Nielsen

Other SDFA & Affiliate Activities

Mission Hills Nursery

March 15, 2025, from 10 a.m.—1 p.m.
“Native Roots: Exploring Robyn’s Egg Trail’s Habitat Revival.”

SDFA encourages members to attend this event, which will celebrate and promote the importance of native plants and the restoration of California’s native habitats. Numerous information booths will be set up, from organizations like ours, which have been working to increase awareness of the pivotal role that native plants play in the preservation of our ecosystem. The event will also feature informative talks and guided tours of the trail, led by the canyoneers of Canyonlands.

February 27 & 28, 2025

California Garden Club, Inc. (CGCI) Flower Show School

Templars Hall, Old Poway Park

<https://www.californiagardenclubs.com>

2025 Garden Tours—Save the Date!

April 12 & 13—Coronado Garden Club

May 2 & 3—Dos Valles Garden Club

May 3–Vista Garden Club

May 10–Poway Valley Garden Club

May 31–San Diego Floral Association

[Calendar of Events](#)

San Diego Floral Association

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