

*The California State Floral Association  
Presents.....*

*Calif Flora 2011 “California Fresh”*

*October 8-9, 2011*

*Hosted by: The Original Los Angeles Flower Market*





# SCHEDULE OF EVENTS

Hosted by **The Original Los Angeles Flower Market**

754 Wall Street, Los Angeles, CA 90014

**SATURDAY, OCTOBER 8th**

## CALIFORNIA CERTIFIED FLORIST EXAM

**9:00 am – 4:00 pm**

The California Certified Florist Program (CCF), underwritten by CSFA, is a statewide certification program that evaluates and accredits the craftsmanship and professional skill level of florists in California. For more information visit the CCF website at [info@californiacertifiedflorist.org](mailto:info@californiacertifiedflorist.org)

## CLASS REGISTRATION

**8:00 am – 1:00 pm**

## HANDS-ON DESIGN CLASSES

**9:00 am – 12:00 pm**

### **Innovative Wireworking Techniques for Floral Designers**

*Tony Alvarez AIFD, CCF, CFD,  
Floral Phenomenon*

**9:00 am – 12:00 pm**

### **Asian Inspirations in Contemporary Design**

*Michi Burrell AIFD, CFD, Freelance Designer  
America's Cup Winner*

**9:00 am – 12:00 pm**

### **Designing for Competition**

*Roslyn Dodds, AIFD, CCF, CFD  
Jasmine Creek Florist  
CSFA 2009 Top Ten Winner*

## **Hands-On Design Classes Continued...**

**1:00 pm – 4:00 pm**

### **Trends in Tabletop Design**

*Del Langdale, Freelance Floral Designer  
Instructor, A to Z Wholesale Floral Supply  
Assistant Instructor, Ivana Royse CCF*

**1:00 pm – 4:00 pm**

### **Innovative Wireworking Techniques for Floral Designers**

*Tony Alvarez AIFD, CCF, CFD,  
Floral Phenomenon*

**1:00 pm – 4:00 pm**

### **Cascading Bridal Bouquets ~ Basic and Advanced Levels**

*Darlene Montgomery CCF, Shasta College*



Cover Picture: **The Flower Fields of Carlsbad** - Complements of the California Cut Flower Commission

# SUNDAY, OCTOBER 9th

**7:00 am – 2:00 pm**  
**REGISTRATION**

**STUDENT DESIGN COMPETITION**  
**7:00 am – 8:00 am - STUDENT PRE-QUALIFYING**

**8:00 am - STUDENT DESIGN COMPETITION**  
This competition is designed for students of floral design, ornamental horticulture or environmental design curriculums in California high schools, colleges or universities.

**39th ANNUAL TOP TEN DESIGN COMPETITION**

**9:00 am – 10:00 am**  
**TOP TEN PRE-QUALIFYING**

**10:00 am – TOP TEN DESIGN COMPETITION**  
This prestigious competition will feature California's best floral designers. Each designer will complete a themed designer's choice and surprise package arrangement. Designers with the ten highest total points will be named the Top Ten of California. The highest scorer will win the coveted Top Ten Award and will represent CSFA in the SAF Sylvia Cup Competition at the 2012 SAF convention.

**VENDOR DISPLAY BOOTHS - Open All Day**

**11:30 am – LUNCH**  
**Sponsored In Part By Mayesh Wholesale Florist, Inc.**

**12:30 pm – ANNUAL MEETING**

**12:45 pm**  
**CALIFORNIA CERTIFIED FLORIST PINNING CEREMONY**

**1:00 pm – 2:00 pm**  
**TELEFLORA SPONSORED "WEDDING RECEPTION"**  
**PROGRAM FEATURING ALEX JACKSON AIFD, PFCI**  
Pack your grass skirt and your flip-flops as we head to the beach for a reception. See some new tips and tricks for your reception venue, sweetheart tables and table centerpieces. Don't forget about the cake either! We'll show you how to make those add-on sales with a few simple touches. Mai tais and pina colodas are on the menu!!!

**2:00 pm – 2:15 pm**  
**PRESENTATION OF MERITORIOUS SERVICE AWARD**

**2:15 pm – 3:15 pm**  
**RENÉ VAN REMS DESIGN SHOW**  
Celebrity designer René van Rems AIFD, CCF, CFD PFCI will present "Bouquet Bash" – "Wedding Floral Demonstration and Fashion Showcase". René will feature fashion-forward floral creations in his highly energetic program. He will produce a variety of unique wedding bouquets and other décor, complete with models.

**3:15 pm**  
**AUCTION OF FLOWERS & ARRANGEMENTS**

**3:30 pm**  
**PRESENTATION OF TOP TEN & STUDENT COMPETITION AWARDS**

**NEW VARIETY DISPLAY!**  
We are pleased to announce the sixth annual "New Varieties Display" will be held on Sunday, October 9th at Calif Flora 2011. This is your opportunity to see the newest products from our California growers. Who will take the top honors this year? Come cast your vote!



**ARE YOU A MEMBER? DON'T DELAY**  
**JOIN C.S.F.A. TODAY!**

**\*Register by September 23rd For Pre-Show**  
**Prices\***

**(After September 23rd the cost will be an**  
**additional \$10.00 for each event)**

For further information call, write or email:

**California State Floral Association**  
1521 "I" Street, Sacramento, CA 95814  
Ph. (916) 448-5266 Fax. (916) 446-1063  
Email: [aquinn@cgfa.org](mailto:aquinn@cgfa.org) - [www.calstatefloral.com](http://www.calstatefloral.com)



## Application for Membership California State Floral Association

Yes, I support the progressive work being accomplished by the California State Floral Association and wish to enjoy all the benefits and services of membership.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email / website \_\_\_\_\_

### Membership Category / Annual Dues Schedule:

#### Level of Payment (plus PAC Contribution)

	Basic Rate	Plus \$25 PAC Contribution
<input type="checkbox"/> Allied Industry	\$250	<input type="checkbox"/> \$275
<input type="checkbox"/> California Certified Florist	\$195	<input type="checkbox"/> \$220
<input type="checkbox"/> Grower	\$500	<input type="checkbox"/> \$525
<input type="checkbox"/> Professional Floral Designer	\$195	<input type="checkbox"/> \$220
<input type="checkbox"/> Retailer	\$195	<input type="checkbox"/> \$220
<input type="checkbox"/> Retired	\$ 50	<input type="checkbox"/> \$75
<input type="checkbox"/> Student	\$ 50	<input type="checkbox"/> \$75
<input type="checkbox"/> Teacher	\$ 50	<input type="checkbox"/> \$75
<input type="checkbox"/> Wholesaler	\$250	<input type="checkbox"/> \$275
<input type="checkbox"/> Wire Service	\$750	<input type="checkbox"/> \$775

*PAC Contributions noted are VOLUNTARY. Any portion of dues paid over the basic rate will be considered your contribution to the Political Action Committee for the year. (PAC ID:#92503) Additional PAC Contribution: \$\_\_\_\_\_.*

### Method of Payment

- Check Enclosed       American Express  
 Visa       FTD Wire Service Account  
 MasterCard

Credit Card # (3% charge to use credit card will be applied) / FTD Wire Service Account Number \_\_\_\_\_

CC Exp. date \_\_\_\_\_

Authorization Code \_\_\_\_\_

Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

### CALIFORNIA STATE FLORAL ASSOCIATION

**1521 I Street \* Sacramento, CA 95814**  
**Phone: 916-448-5266 \* Fax: 916-446-1063**  
**aquinn@cgfa.org / www.calstatefloral.com**

*Note: Contributions to CSFA are not tax deductible as charitable contributions for Federal Income Tax purposes. However, CSFA dues may be deductible as an ordinary and necessary business expense.*

## California Certified Florist Exam



The California Certified Florist Program, underwritten by CSFA, is a statewide certification program that evaluates and accredits the craftsmanship and professional skill level of florists in California. It is designed to certify a basic level of ability and knowledge that is necessary for personal success in the floral industry. The growing number of certified members form a network of support, ensure professional quality and maintain the standards within the floral industry of California.

### CCF Exam Date

We are pleased to announce the next testing for the California Certified Florist (CCF) program will be held Saturday, October 8th at the Original Los Angeles Flower Market in Los Angeles, CA. The maximum number of testing applicants is 25 so please call the CSFA office at 916-448-5266 as soon as possible to register.

### Who should become a California Certified Florist (CCF)

Retail florist shop owners; retail florist employees; free-lance designers; party and event designers; and floristry students.

### Why you should become a California Certified Florist (CCF)

To be classified among the state's most respected and knowledgeable florists; To develop and maintain industry standards promoting respectability, professionalism and service in our field; For the privilege of using the CCF accreditation and logo in advertising and promotions; To help raise the profile of our profession.

### How to become a California Certified Florist (CCF)

Applicants may pursue certification independently or be sponsored by an employer. Sponsored students who attain certification will automatically earn a certificate as will their employer. Certification requires passing a one-day exam consisting of written and hands-on testing (the CCF requirements are outlined on the CCF website at [www.californiacertifiedflorist.org](http://www.californiacertifiedflorist.org)). For more information please call the CSFA office at 916-448-5266 (or email [aquinn@cgfa.org](mailto:aquinn@cgfa.org)).

### Suggested Study Materials

Plant and Flower Identification  
By The California Cut Flower Commission

A Master Guide to the Art of Floral Design  
By Alisa de Jong-Stout with Hannah Sigur

AIFD Guide to Floral Design: Terms, Techniques and Traditions  
By AIFD

The Art of Floral Design  
By Norah T. Hunter, Delmar Cengage Learning

Flower and Plant Care & Handling  
By The Society of American Florists (SAF)