





# SCHEDULE OF EVENTS

At Mayesh Wholesale Florist Inc. - 2295 Eastridge Ave., Riverside, CA 92507

## SATURDAY, OCTOBER 11TH

### CALIFORNIA CERTIFIED FLORIST EXAM

9:00 am – 4:00 pm

The **California Certified Florist Program (CCF)**, underwritten by the California State Floral Association (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 [www.californiacertifiedflorist.org](http://www.californiacertifiedflorist.org)

### CLASS REGISTRATION

8:00 am – 1:00 pm

### HANDS-ON DESIGN CLASSES

9:00 am – 12:00 pm

#### Leaf Treatments 101

**Instructor: Tony Alvarez AIFD, CCF, EMC, Floral Phenomenon**

Plait, weave, loop, trim and roll your way to floral design success! In this fun, fast paced workshop we will share with you creative ways to add style and flair to your floral designs with a minimum of fuss. We will guide you through dozens of leaf manipulations for creating modern floral art with many of the plant materials and leaves you use today. Each student will have an opportunity to create a design using techniques they learn in class. Get out of your design rut and learn something new with Leaf Treatments 101.



**Tony Alvarez AIFD, CCF, EMC** is an event planner and professional floral designer. He serves on the Board of Directors for CSFA and was recently awarded a European Master Certification in Bruges Belgium. Tony is also a founding member of the CCF program.

#### “Vintage Chic” Bridal Design

**Instructor: Darlene Montgomery CCF**

Create a beautiful vintage style bridal bouquet using elements from the past with design techniques of the present. Discover staging ideas, ceremony settings and floral décor for this popular wedding theme. Participants will create a vintage style bridal bouquet and accessory.

**Darlene Montgomery CCF** is a California native and lives in Redding, California. She teaches floral design at Shasta Community College and the City of Redding. Darlene has been a professional florist for over 35 years and specializes in weddings and special events. Passionate about education and the floral industry, Darlene feels fortunate to be associated with other florists from California and beyond through her involvement with CSFA, and currently serves on the Board of Directors of the CSFA. *Darlene is a California Certified Florist (CCF).*

1:00 pm – 4:00 pm

#### European High Style Design

**Instructor: René van Rems AIFD, CCF, PFCI**

Learn how to style flowers with the most suitable container for greater ‘WOW’ and visual value. This style uses less material than traditional line design by showcasing flowers through the element of negative space. Learn to utilize California novelty flowers and greens in combination with commodity (cheaper) flowers for greater profit while using less design labor. Color and texture will also be covered in this hands-on workshop. Some design experience required. Bring your own floral tools. All other materials will be provided.



**René van Rems AIFD, CCF, PFCI** is

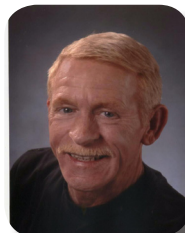
a world-renowned ambassador of the floral industry. Originally from Amsterdam, The Netherlands, René has called San Diego, CA, home for over 20 years. He is a member of the American Institute of Floral Designers (AIFD), The National Speakers Association, and Professional Floral Commentators International (PFCI). René was formally educated in the entire spectrum of Floriculture/Horticulture through his studies at the Rijksmiddelbare Tuinbouwschool at Aalsmeer (Floral Institute). He has led design shows, workshops, and seminars throughout the US, Canada, Europe, and Asia on the styling of fresh-cut flowers. René serves on the Board of Directors of the CSFA.

1:00 pm – 2:30 pm

#### “Competing 101” “When do I know I’m ready to compete and What you need to know before competing”

**Instructor: Lee Burcher AIFD, CCF, CFD, PFCI**

This lecture will cover the do’s and don’ts in competing, and what judges are looking for in scoring each design. There will also be a question and answer session included in the lecture.



**Lee Burcher AIFD, CCF, CFD, PFCI** has designed in the floral industry for more than forty years. He currently serves on the Board of Directors for CSFA. Lee was a presenter at the 2002 National Symposium for AIFD, past winner of CSFA’s People’s Choice winner of the Year in 1987, CSFA’s People’s Choice winner in 1986 and 1987, won the SAF’s Sylvia Cup Award in 2004, and was inducted into PFCI in 2006.



1:00 pm – 2:30 pm

**“Let’s Design Something Different”**

**Instructor: Sandy Lesnewsy**

A creative, artistic approach to design is the theme for this mini seminar taught by Sandy Lesnewsy, the multi-talented floral design instructor from Mission College in Santa Clara, California. The challenge is to create a transitional, event floral design to take you from Thanksgiving to Christmas in less than an hour. You are given copper tubing, sushi trays and a few slabs of rock for your base. Sandy will show you how to combine, edit and create a little magic with California grown flowers and raw materials available at any hardware store.

**Sandy Lesnewsy** is an amazingly gifted floral design instructor from Mission College in Santa Clara, California. Sandy also serves on the Board of Directors of the CSFA and Sandy and her students are huge supporters of the CSFA Student Design Competition held during Calif Flora each year.

**DINNER**

**5:30 – 6:30 pm** – Make new friends and renew acquaintances as the excitement grows for the Student Competition.

**STUDENT DESIGN COMPETITION**

**6:00 pm Student Competition Pre-Qualifying**

**6:45 pm Student Design Competition**

**SUNDAY, OCTOBER 12TH**

**8:00 am – 2:00 pm**

**REGISTRATION**

**41<sup>ST</sup> ANNUAL TOP TEN DESIGN COMPETITION**

**8:00 am – 9:00 am**

**TOP TEN PRE-QUALIFYING**

**9:00 am**

**TOP TEN DESIGN COMPETITION**

This prestigious competition features California's most creative 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 2015 Society of American Florists' (SAF) convention.

**NEW VARIETY DISPLAYS**

**VENDOR DISPLAY BOOTHS - Open All Day**

**SILENT AUCTION - Ends at 12:45 pm**

**11:30 am ~ LUNCH & VENDOR SHOPPING**

**12:45 pm ~ ANNUAL MEETING & ELECTION RESULTS**

**1:00 pm**

**CALIFORNIA CERTIFIED FLORIST PINNING CEREMONY**

1:15 pm

**PRESENTATION OF MERITORIOUS SERVICE AWARD**

1:30 pm – 3:00 pm

**TELEFLORA SPONSORED DESIGN SHOW FEATURING**

**JOHN HOSEK AIFD, PFCI, CF, CAFA -**

**TELEFLORA EDUCATION SPECIALIST**



**“Contemporary Trends In Floral Design”**

**John Hosek** is known for his innovative and original style of work and ability to think on his feet. He will share his design mastery, spectacular event visions, and joy of flowers as he introduces fun techniques and new products to elevate your floral designs. John will focus on design work that emphasizes flair with foliage manipulations and style that will leave you wanting more! John will also demonstrate how to make your designs more profitable, proving less is more!

3:00 pm

**AUCTION OF FLOWERS & ARRANGEMENTS**

3:30 pm

**PRESENTATION OF TOP TEN & STUDENT COMPETITION AWARDS**

**NEW VARIETY DISPLAY!**

We are pleased to announce the eighth annual “New Varieties Display” will be held on Sunday, October 12th at Calif Flora 2014. 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!

**HOTEL INFORMATION:**

**The Mission Inn Hotel & Spa**

3649 Mission Inn Avenue

Riverside, CA 92501 ~ 951-784-0300

Please call The Mission Inn directly at 951-784-0300 – be sure to mention you are with the California State Floral Association – our room rate is \$129 per night and the cut-off date is September 9, 2014. Check out their website at [www.missioninn.com](http://www.missioninn.com)

The Mission Inn Hotel & Spa is minutes away from our host convention location at Mayesh Wholesale Florist, Inc., 2295 Eastridge Avenue, Riverside, CA 92507

**ARE YOU A MEMBER? DON'T DELAY**

**JOIN C.S.F.A. TODAY!**

**\*Register by September 27th**

**For Pre-Show Prices\***

**(After September 27th 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: [ann@agamsi.com](mailto:ann@agamsi.com)**

**[www.calstatefloral.com](http://www.calstatefloral.com)**



## California Certified Florist Exam

The California Certified Florist (CCF) is a certification program sponsored by the California State Floral Association. The CCF Program recognizes proficiency of professional knowledge and expertise. Testing is based on suggested reading materials and practical design experience. The CCF certificate is maintained and renewed by keeping CSFA annual dues current with

CSFA, attending professional events, and participation in continuing education workshops.

### CCF Exam Date

We are pleased to announce the next testing for the CCF program will be held Saturday, October 11th at Mayesh Wholesale Florist, 2295 Eastridge Avenue, Riverside, CA 92507. The maximum number of testing applicants is 24; 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)

CCF is recognized as a prequalifying exam for AIFD membership and certification. 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 for their employer while attaining their own credential. Applicants must pass a one-day examination that is scheduled once a year in either Northern or Southern California.

The first step is to apply and order your study materials. The second step is to take the exam. Please check the Exam page for upcoming exam dates and locations. For general information about the California Certified Florist Program please contact us directly at: [www.californiacertifiedflorist.org](http://www.californiacertifiedflorist.org).

For more information please call the CSFA office at 916-448-5266 (or email [ann@agamsi.com](mailto:ann@agamsi.com)).

### Suggested Study Materials

#### *Flower and Color Guide*

#### *Produced by the California Cut Flower Commission*

Download the master list with flower names for the Flower Identification Test on-line.

#### *Flower and Plant Care and Handling*

By The Society of American Florists (SAF)

#### *The Art of Floral Design*

By Norah T. Hunter, Delmar Cengage Learning

#### *AIFD Guide to Floral Design: Terms, Techniques and Traditions*

By AIFD

#### *CCF Study Outline*

# CALIF 2014 FLORA

"Preserving the Past – Presenting the Future"

Mayesh Wholesale Florist, 2295 Eastridge Avenue  
Riverside, CA 92507 • 951.571.9560



Saturday • October 11

- California Certified Florist Exam
- Hands-on Design Classes
- Student Design Competition

Sunday • October 12

- "Top Ten" Floral Design Competition
- Afternoon Design Show
- Trade Show, New Varieties, Silent Auction, CCF Pinning, CSFA Annual Meeting

Enjoy the programs and camaraderie of floral industry colleagues.

Sponsored by California State Floral Association and Mayesh Wholesale Florist

Get More Details/Register:

Call CSFA: 916.448.5266

Email: [Aquinn@cgfa.org](mailto:Aquinn@cgfa.org)

