



The California State Floral Association presents...

CaliFlora 2017

California Styling

Saturday, November 4th & Sunday, November 5th



Hosted By Sunroad International Floral Trade Center

SCHEDULE OF EVENTS

Hosted by Sunroad International Floral Trade Center • 5858 Dryden Pl, Carlsbad, CA 92008

SATURDAY, NOVEMBER 4TH

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.

Class Registration

8:00 am - 1:00 pm

HANDS-ON DESIGN WORKSHOPS: 9 am - 12 pm

► The Ultimate Hand-Tied Wedding Bouquet Workshop

Instructor: Noel Tribbey, AIFD



Multiple-award winning designer and nationally known showman, Noel Tribbey, AIFD, will demonstrate how to select the right combination of flowers, foliage, colors and textures for that ultra romantic look that seems to be on every brides' Pinterest page. This old-world inspired bouquet design class will feature the tools you need to create a light weight, yet full looking and flowing bouquet. Noel will instruct one-on-one the do's and don'ts when selling hand-tied bouquets. Pricing and consulting tips are part of this exciting hands-on opportunity. Three hour class including demonstrations and critique. Please bring your own floral tools, layered clothing and comfortable shoes.

► Fun with Armatures – Easy Ways To Create Structures Using Everyday Materials

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



Armatures for floral designs needn't be intimidating structures for the advanced floral designer. Join us in this fast paced workshop where we will share some tips and techniques for making creative armatures from materials readily available to every designer and show you innovative structures you can create at every skill level. Bring your tools and let's get inspired.

► How to Embellish Orchids for Profit

Instructor: Sandy Villa AIFD, CFD, CCF, Mission Hills Florist



In this class you will learn techniques to increase your profit margin by dressing up your orchids. Set your shop apart from others as a design source for all that is original and creative! Please bring your own tools.



► Illuminated Floral Party Lanterns

Instructor: Sandy Lesnewsky, Mission College

In this class you will learn how to incorporate floral design to create an amazing lantern that is suitable for parties, picnics, weddings and home holiday décor. Each person will leave with a completed floral arrangement

incorporating their lantern. Various types of paper and fabric that are suitable for this project will be discussed as well as an easy formula to produce multiples of the design. All supplies that are needed will be furnished – you just need to bring your floral design tool kit.

HANDS-ON DESIGN WORKSHOPS: 1 pm - 4 pm

► Kokedama – Moss Ball Planting – An Updated Design Take on an Ancient Japanese Art Form

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

Kokedama is one of the hottest interior plant design trends in 2017. This Ancient art form is taking on a new life with designers and florists who want to add a new dimension to plantscapes in homes and offices. In this class we learn simple planting techniques as well as innovative ways to update these beauties with decorative elements and holiday décor. Bring your tools please.

STUDENT DESIGN COMPETITION:

6:00 pm – Student Competition Pre-Qualifying

6:45 pm – Student Competition Begins!

This competition is designed for students of floral design, ornamental horticulture or environmental design curriculums in California high schools, colleges or universities.

SUNDAY, NOVEMBER 5TH

Registration

7:00 am - 2:00 pm

44th ANNUAL TOP TEN DESIGN COMPETITION

8:00 am – 8:45 am Top Ten Pre-Qualifying Begins

9:00 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 2018 SAF convention.

VENDOR DISPLAY BOOTHS – Open All Day

11:30 am – Lunch & Vendor Shopping

Silent Auction – Ends at 12:45 pm

12:45 pm – Annual Meeting & Election Results

1:00 pm – California Certified Florist Pinning Ceremony

1:15 pm – Meritorious Award Presentation

FEATURED SHOW:

**Design Show Featuring: RENÉ van REMS, AIFD,
RENÉ van REMS International**

1:30 pm - 3:00 pm



“European Floral Décor for the Season”

Local resident and internationally renowned designer, author, presenter, and instructor extraordinaire, René van Rems, AIFD, will present “European Floral Décor for the Season”. Learn about new varieties of unique California flowers, unusual foliage, dried materials and botanicals as he transforms design elements into the extraordinary. He will showcase the latest in trans-seasonal wreaths, centerpiece

designs and fast and easy upgraded hand-tied bouquets only designers can create. Learn how to use fall and holiday materials in a blended look for a customized and unique style. René will merchandize all designs in a highly decorative setting to emphasize how lifestyles translate into sales.

Amsterdam, Holland born master designer René van Rems, AIFD, has lived and worked in California since he arrived as a horticulture exchange student 40 years ago! After six years of horticulture and floriculture education and training in Aalsmeer, Holland he moved to England after which he set sail for the USA. His multiple national award-winning work has appeared on television, in numerous national and international magazines and at over 600 live design presentations locally, nationally and internationally. He is proud to have presented 6 AIFD National Symposia. In 2016 René was the recipient of the highly esteemed AIFD “Award of Design Influence”. His consulting and creative design marketing co., Rene van Rems, Intl. is based in Carlsbad, CA www.renevanrems.com

3:00 pm – Auction of Flowers & Arrangements

3:30 pm – Presentation of Top Ten & Student Competition Awards

HOTEL INFORMATION:

Holiday Inn Carlsbad
2725 Palomar Airport Road
Carlsbad, CA 92009

The hotel is located minutes from the Sunroad International Flower Market.

Please call the Holiday Inn directly at 760-438-2725 and be sure to mention you are with the California State Floral Association to receive our special room rate of \$169.00. Reservations must be guaranteed by credit card at time of booking. Cancellations within 3 days of arrival and no shows will be charged one-night rate.

The cut-off date for making reservations is October 19, 2017.

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

Register by Oct. 20th For Pre-Show Prices

(After Oct. 20th 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 – 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

Basic Rate

☐ Allied Industry	\$250
☐ California Certified Florist	\$195
☐ Grower	\$500
☐ Professional Floral Designer	\$195
☐ Retailer	\$195
☐ Wholesaler	\$250
☐ Wire Service	\$500
☐ Retired	\$ 50
☐ Student	\$ 50
☐ Teacher	\$ 50

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

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.



Becoming a California Certified Florist

Our mission is to establish, promote and maintain a program of professional floral design certification, through education to employees and owners of floral businesses and to the public in the State of California, and to provide members with continuing education programs and services.

The California Certified Florist (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 renewable by keeping annual dues current with The California State Floral Association (CSFA), attending professional events, and participation in continuing education workshops.

Applicants may pursue certification independently or may be sponsored by their employer. Sponsored applicants who attain certification will receive a certificate for their employer to proudly display. Certification requires the applicants successfully pass a one-day exam consisting of written and practical components. The exam is scheduled annually and may be held in various locations throughout the state. Maintaining your CCF certification occurs when CCF annual dues are kept current and any continuing education requirements are met.

California Certified Florist (CCF) certification is open to:

- Retail Florists and their Employees
- Party and Event Designers
- Freelance Floral Designers
- Floristry Students

Suggested Study Materials:

The AIFD Guide to Floral Design

Published by The American Institute of Floral Designers

Principles of Floral Design

By Pat Diehl and James DelPrince

The Art of Floral Design

By Norah T. Hunter

Flower and Color Guide

Produced by the California Cut Flower Commission

Flower and Plant Care

Published by The Society of American Florists (SAF)

For more information call the CSFA office (916) 448-5266