



california state floral association

September 1, 2017

Dear Industry Friend,

The California State Floral Association's (CSFA) Annual Event, **CaliFlora 2017**, is being held at the Sunroad International Floral Trade Center in Carlsbad, CA on November 4th and 5th. The weekend theme is "**California Styling**".

The Education Committee of the California State Floral Association (CSFA) is so pleased with the positive response the student design competition has received that we are once again including this separate design competition at this year's CaliFlora. This competition is designed just for **novice (beginning students of floral design)** students of floral design **curriculums**, ornamental horticulture or environmental design curriculums in California. **Previous CSFA student design competition winners (1st, 2nd, and 3rd) are not eligible to compete again in the student design competition. They are, however, invited to compete in the Top Ten Competition.**

We would love your school's participation. It's real easy to get involved and a great positive reinforcement tool for students who are interested in pursuing a career in the floral industry. To be eligible for this competition we ask that your student(s) be currently enrolled or have been enrolled in a floral design class or curriculum within the past six months and have a working knowledge of basic design principles and elements. The student competition will be comprised of two parts: a designer's choice arrangement as well as a surprise package. CSFA will provide all materials, excluding the basic tools and supplies for the surprise package.

Your school may want to hold fund-raisers to send several students to the competition. The entry fee for students is \$40.00 with a 1st, 2nd and 3rd place scholarship award of \$150.00, \$100.00 and \$75.00 respectively.

California Certified Florist (CCF) testing will be held on Saturday, November 4th during the day at The International Floral Trade Center.

Hands-on Design Classes will be held at The International Floral Trade Center throughout the day on Saturday with the following featured instructors: **Anthony Alvarez AIFD, CCF, EMC, Sandy Lesnewsky, Sandy Villa AIFD, and Noel Tribbey AIFD!**

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The Student Design Competition will be held on Saturday evening, November 4th, at the Sunroad International Floral Trade Center and The Top Ten Design Competition will be held on Sunday morning, November 5th.

Complete qualifying and competition start times will be forwarded when registrations are received.

The Sunday afternoon design program will feature **René van Rems AIFD, CCF, PFCI, René van Rems International.**

Back by popular demand will be our seventh annual **“Silent Auction”!** Last year’s auction winners walked away with unbelievable treasures!!

Don’t miss the opportunity to visit **exhibitor booths, see new products and services and take advantage of show specials and discounts.**

The student competition rules are enclosed. Please return the enclosed registration form as soon as possible indicating the number of students your school would like to sponsor for the student competition. Space is limited so please register as soon as possible. Confirmations will be sent with final competition details. The deadline to register for the student competition is October 20th, 2017.

More information on Calif Flora 2017, **“California Styling”** will be available on our website www.calstatefloral.com and if you have questions, please feel free to call the CSFA office at (916) 448-5266 or email Ann Quinn at ann@agamsi.com.

We look forward to seeing you in November!

Sincerely,

A handwritten signature in black ink that reads "Wilton Lee". The signature is written in a cursive, flowing style.

Wilton Lee CCF
President

Enclosures



CaliFlora 2017 - "California Styling"

Presented by The California State Floral Association

Saturday, November 4, 2017

Sunroad International Floral Trade Center, 5858 Dryden Pl, Carlsbad, CA

Student Designer Entry Form

_____ Yes, please reserve _____ space(s) for designer(s) for the Student Design Competition in Carlsbad..

There will be a \$40.00 non-refundable entry fee for each contestant along with a short bio due with the entry form.

Curriculum Attended or Currently Enrolled: _____

Contact Person: _____

Address _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

DESIGNERS:

1.)
Name: _____ Shop: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

2.)
Name: _____ Shop: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

3.)
Name: _____ Shop: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please return this completed form by email (ann@agamsi.com) or mail to the CSFA office or fax in at (916) 446-1063:
Deadline: October 20, 2017

California State Floral Association
1521 "I" Street, Sacramento, CA 95814 - (916) 448-5266



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**CSFA 2017 Student Design Competition
will consist of two separate categories:
“Surprise Package” & “Designer’s Theme Composition”**

The following are the rules for the competition

“Student Surprise Package”

- 1. The “Surprise Package” will consist of one part of the competition.**
- 2. All competitors will receive identical materials, excluding the basic tools and supplies allowed. Absolutely no other materials may be supplied by the contestants or anyone else.**
- 3. The theme will be announced five (5) minutes before the competition begins; these five (5) minutes will be considered ‘idea time’ and contestants may use this time to review and separate their materials and start planning their compositions.**
- 4. Forty-five minutes (45) will be allowed for the completion of the surprise package.**
- 5. Tools & Supplies Allowed: See the enclosed list for the allowed tools and supplies.**
- 6. All designs will be judged on the overall composition. Competitors may use as little or as much of the materials provided.**
- 7. One (1) assistant will be allowed to assist in moving your compositions to the judging area. No rearranging of any materials will be permitted in the judging area.**
- 8. All designs in this category are the property of CSFA.**

“ Student Designer’s Theme Composition”

1. The “Designer’s Theme Composition” will be allowed forty-five minutes (45) for construction.
2. Fresh flowers, greens, and plant material should be predominating in the composition.
3. Props should be original and not previously used in a floral competition. Props, accessories and containers will be limited to forty (40) percent of the overall composition. An automatic twenty (20) point penalty will be applied for any violations of this rule.
4. The entire composition may not exceed six (6) feet in height, four (4) feet in width, and four (4) feet in depth. Any materials extending beyond these dimensions will result in an automatic ten (10) point penalty.
5. There is no cost limit on any materials used in this design, however all “fresh product” (for this purpose defined as fresh cut flowers, foliage and plant material) must have been grown in California.
6. The qualifying judges will review all “fresh product” to be used. If any questionable “fresh product” is going to be utilized (tropicals, etc.) contestants must present at the time of qualifying, written proof (original invoice and statement from the grower) of where the product was grown. All products not grown in California will be disallowed and confiscated. “The Designer’s Theme Composition” cannot be composed of more than 10% fruit.
7. If any questionable materials are found in the finished composition, the competitor will be informed, it will be removed by a qualifying judge, and a fifteen (15) point penalty will be assessed. The composition will be re-judged.
8. Containers and/or props for the “Designer’s Theme Composition” may be pre-assembled, pre-painted, floral foam liners or containers attached, and pre-soaked floral foam cut and inserted.
 - a. No other materials may be added, inserted or attached to the container, prop or floral foam.
 - b. This includes dried material, moss, permanent floral products, reeds, grasses, bamboo, twigs, branches, leaves, raffia, twine or any other material.

9. All fresh flowers must be in their original length and state as received from the grower or wholesaler. All precut or processed fresh floral product (except foliage and plants) will be disallowed and confiscated.
10. Precut foliage and plants from the “garden” will be allowed.
11. Glue guns and glue pans will not be allowed.
12. Each contestant’s composition will be his or her own sole effort with no assistance or communication with anyone in the audience during the competition.
13. Each contestant will be required to move their “Designer’s Theme Composition” to the judging area *and may use one assistant if necessary*. The Designer is fully responsible for movement of the design. No rearranging of any materials will be permitted in the judging area.

The theme selected for the 2017 “Student Designer’s Competition Composition” will be:

“California Glam”

The scale used for judging for “The Designer’s Theme Composition will be 40% and 60% for “The Surprise Package”

The CSFA Student Qualifying Competition Committee therein will resolve any questions regarding the CSFA Student Design Competition and the contestant’s participation. All decisions of the committee, judges and jury are final.



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STATEMENT OF UNDERSTANDING

I certify that I have read and understand all the rules and regulations for the CSFA 2017 student design competition and will abide by them.

I understand that all decisions by the judges and jury will be final.

I also understand that this competition may be videotaped.

Signature _____

Printed Signature _____

Phone _____ Email _____

Date _____

PLEASE SIGN AND RETURN THIS FORM BY OCTOBER 20TH TO:

**California State Floral Association
Attn: Ann Quinn
1521 "I" Street
Sacramento, California 95814**

FAX: 916-446-1063

EMAIL: ann@agamsi.com

**THE ONLY TOOLS AND SUPPLIES ALLOWED AND
RECOMMENDED FOR THE SURPRISE PACKAGE**

FURNISHED BY THE DESIGNER ARE:

- **KNIFE**
- **SCISSORS**
- **WIRE CUTTERS**
- **PRUNERS**
- **PLIERS**
- **GREENING PINS**
- **NON-ORNAMENTAL FLORAL WIRE**
- **BIND WIRE**
- **BOWL TAPE**
- **STEMWRAP (FLORAL TAPE)**
- **WOOD PICKS**
- **NON-AEROSOL FLORAL ADHESIVE**
- **COLD GLUE IS PERMISSIBLE**
- **PAPER TOWELS OR CLOTH TOWELS (YOUR OWN)**
- **ALL OTHER ITEMS MUST BE REMOVED FROM THE TABLE OR
THEY WILL BE CONFISCATED AND AUCTIONED OFF**
- **GLUE GUNS AND GLUE PANS WILL NOT BE ALLOWED**
- **NO CELL PHONES, IPODS, CAMERAS**
- **NO DRAWINGS OR NOTES**