

SATURDAY • NOVEMBER 2 | SUNDAY • NOVEMBER 3



# CALIFLORA

2019

## FLORAL ARTISTRY SHOWCASE

### Saturday • November 2

- California Certified Florist exam
- Lei Making with Wilton Lee CCF
- Garland Making with Anthony Alvarez AIFD CCF EMC
- Competition class covering Surprise Package Design, Thinking on Your Feet, Interpreting Themes, Elements & Design with Lee Burcher AIFD CCF CFD PFCI
- Floral Crown and Body Flower Making with Reina Sumabat AIFD CCF

### Sunday • November 3

- Student Design Competition, "Flowers: A Visual Dialogue"
  - Top Ten Design Competition, "Creative Crossroads in Floral Design"
- Afternoon design show featuring Joyce Mason-Monheim AIFD CFD AAF PFCI AZMF – "I Just Want to Make Pretty Flowers: The Challenges of Today's Florist"
- Vendor display booths, silent auction, California Certified Florist pinning ceremony, live auction, Meritorious Service Award ... and much more!

Located at the Original Los Angeles Flower Market on Wall Street between 7th and 8th Streets

Don't miss this special CaliFlora 2019 at the Original Los Angeles Flower Market!  
To reserve, call 916 448-5266 or email Ann Quinn at [ann@agamsi.com](mailto:ann@agamsi.com)

# SCHEDULE OF EVENTS

Hosted by *The Original Los Angeles Flower Market* ~ 766 Wall Street, Los Angeles, CA 90014

## SATURDAY, NOVEMBER 2ND

### 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

9:00 am – 12:00 pm

#### ► Garland Construction - Basics and Beyond

Instructor: *Anthony Alvarez, AIFD, CCF, EMC*



Recent trending searches on social networking sites, design publications and shelter magazines show a continued interest in decorating with garlands. Join us for a look at different construction techniques using fresh and permanent botanicals. Included in the class are all the materials you will need to create a fresh tabletop design as well as ideas and tips for using your designs in unexpected locations for seasonal events, weddings and shop displays. You will need to bring floral shears or florist knife and wire cutters to this hands-on workshop. In this fun, fast paced workshop Tony will share ideas for creating stand alone green designs with just a florist knife, scissors, a stapler, glue dots and some of the common florist greens! Learn how to fold, sculpt, pleat, roll, pinch, twist and alter foliage in unique, innovative ways. Designers should bring their tool box with wire cutter, scissors, stapler and florist knife. We will provide the rest of the supplies needed for this workshop.

#### ► Lei Making Workshop

Instructor: *Wilton Lee CCF*



Giving a lei is the perfect token of your respect and affection for someone. CSFA President Wilton Lee will teach the age-old technique of making these beautiful fragrant smelling garlands. From graduations to birthdays, everyone enjoys a fresh lei as a gift. Today, that tradition continues as people in Hawaii and on the mainland love the smell and look of these beautiful garlands. From graduates to someone with a birthday, everyone enjoys getting a fresh Hawaiian lei as a gift. They are perfect for anniversaries, luaus and other occasions when the people you care about gather together. Designers should bring their tool box and be prepared to have some fun creating their very own leis.



### HANDS-ON DESIGN WORKSHOPS

1:00 pm – 4:00 pm

#### ► Floral Crown & Body Flower Designing Made Easy

Instructor: *Reina Sumabat AIFD, CCF*

Bring your enthusiasm, creative mind and your fun-loving self and learn fun and easy ways to create flower crowns, hair floral accents and wrist corsages! Designers should bring their tool box.



#### ► Surprise Package 101 or (How To Take it to Number One)

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



Can you comprehend a given theme, then transform your interpretation into a Floral Design? If you have to stop and think about it for more than just a few moments this program is for you! Brush up on your principles and elements in design, theme breakdowns, judging and critiquing your own as well as others' hands-on designs. Class space is limited – designers bring your tool box.

## SUNDAY, NOVEMBER 3RD

### REGISTRATION

7:00 am – 2:00 pm

### STUDENT DESIGN COMPETITION

7:00 am – 7:45 am – STUDENT PRE-QUALIFYING

### 8:00 am – STUDENT DESIGN COMPETITION

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

### 46TH ANNUAL TOP TEN DESIGN COMPETITION

9:00 am – 9:45 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 compete in 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 the California State Floral Association in the Society of American Florists Sylvania Cup Competition at the 2020 SAF Annual Convention.

### VENDOR DISPLAY BOOTHS - Open All Day

12:00 Noon – 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 SERVICE AWARD PRESENTATION**

**1:30 pm – 3:00 pm  
DESIGN SHOW FEATURING JOYCE MASON-MONHEIM  
AIFD, CFD, PFCI, AAF, AzMF**



**SPONSORED BY ACCENT DECOR**

**“I JUST WANT TO MAKE PRETTY FLOWERS”...THE CHALLENGES OF TODAY’S FLORIST**



As the floral industry progresses into the future, we are influenced by multiple factors that we have not faced before or are in denial with. Social media plays an important role in our business marketing and exposure. Trends are visible globally and are constantly changing at a faster pace than ever. Floral artistry is being affected by technology and the reduction of sources for formal training, education and workforce.

Let’s slow the pace, take a breath and look at how to manage social media effectively, view trends and how they can be applied to everyday business and see innovative ways to express your floral artistry without compromising profits and your signature look. It’s all about becoming your own influencer with your customers and being able to “just make pretty flowers”.

The love of flowers and the enjoyment of teaching have greatly enriched Joyce’s floral career of over 40 years. She has designed at the Rose Parade and Presidential Inaugurations. Her talents have been published in multiple Floral Trade magazines and Martha Stewart Weddings. Joyce is also one of the creators of Savage Botanicals Couture Floral Dresses (see them at savagebotanicals.com). Along with having been named one of the top ten floral speakers in the country by the Society of American Florists, Joyce was this year’s AIFD Symposium Chair! Joyce’s enthusiasm for the love of flowers is contagious.

**3:00 pm - Auction of Flowers & Arrangements**

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

**HOTEL INFORMATION:**

The Los Angeles Athletic Club is located at 431 W 7th Street, Los Angeles, CA 90014. The hotel is .6 miles from The Original Los Angeles Flower Market. The room rate for the California State Floral Association is \$199.00 with overnight parking \$35 with in/out privileges. Cut-off date for group rate is 10/11/19. Enjoy recreational amenities, including a health club, an outdoor pool, a sauna, free WIFI Internet and complimentary breakfast. Please call the hotel direct at 844-740-2029 and be sure to mention you are with the California State Floral Association.

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

**\*Register by October 15th For Pre-Show Prices\***

(After October 15th 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)



**Application for Membership**

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**

	<u>Basic Rate</u>
<input type="checkbox"/> Allied Industry	\$250.00
<input type="checkbox"/> California Certified Florist	\$195.00
<input type="checkbox"/> Grower	\$500.00
<input type="checkbox"/> Professional Floral Designer	\$195.00
<input type="checkbox"/> Retailer	\$195.00
<input type="checkbox"/> Wholesaler	\$250.00
<input type="checkbox"/> Wire Service	\$500.00
<input type="checkbox"/> Retired	\$ 50.00
<input type="checkbox"/> Student	\$ 50.00
<input type="checkbox"/> Teacher	\$ 50.00

**Method of Payment**

- Check Enclosed
- Visa
- Mastercard
- American Express
- FTD Wire Service Account

Credit Card Number \_\_\_\_\_ FTD Wire Service Account Number \_\_\_\_\_

CC Exp. date \_\_\_\_\_ Authorization Code \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

**CALIFORNIA STATE FLORAL ASSOCIATION**

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*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