



The California State Floral Association presents.....

# CaliFlora 2016

California Flowers, Naturally

SATURDAY, NOVEMBER 5TH and SUNDAY, NOVEMBER 6TH



Hosted by:

The Los Angeles Flower Market  
754 Wall Street, Los Angeles, CA 90014

# SCHEDULE OF EVENTS

Hosted by The Los Angeles Flower Market ~ 754 Wall Street, Los Angeles, CA 90014

## SATURDAY, NOVEMBER 5TH

### 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 CLASSES

9:00 am - 12:00 pm

### From Fundamentals to Fabulous

Instructor: Anthony Alvarez AIFD, CCF, EMC  
Floral Phenomenon



Have you ever wanted to take a basic floral design class but thought it might be a little too remedial for you. Well finally here is a class for you. In this class we will construct a basic round centerpiece then we will show you how to update it with trending design concepts and accessories like wire or yarn or leaf treatments to give your basic design a fresh new perspective. Bring a floral knife or flower clippers, round nosed jewelry pliers and scissors and we will provide the rest.

Skill level: beginner to intermediate.

1:00 pm - 4:00 pm

### Bridal Bouquets & More...

Instructor: Elizabeth Seiji AIFD  
Edelweiss Flower Boutique

Be prepared to be wowed as you learn ways to enhance your wedding design skills and improve your bottom line in this Bridal Bouquet & More workshop.



## SUNDAY, NOVEMBER 6TH

7:00 am - 2:00 pm REGISTRATION

### STUDENT DESIGN COMPETITION

7:00 am - 7:45 am - Student Pre-Qualifying

### 8:00 am - STUDENT DESIGN COMPETITION BEGINS!

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



### 43rd 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 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 2017 Society of American Florists' (SAF) convention.

### NEW VARIETY DISPLAYS

VENDOR DISPLAY BOOTHS - Open All Day

SILENT AUCTION - Ends at 12:45 pm

11:45 am

LUNCH & VENDOR SHOPPING

12:45 pm

ANNUAL MEETING & ELECTION RESULTS

1:00 pm

CALIFORNIA CERTIFIED FLORIST PINNING CEREMONY

1:15 pm

MERITORIOUS AWARD PRESENTATION

### NEW VARIETY DISPLAY!

We are pleased to announce the tenth annual "New Varieties Display" will be held on Sunday, November 6th at CaliFlora 2016. 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!

# teleflora®

1:30 pm - 3:00 pm

TELEFLORA SPONSORED DESIGN SHOW FEATURING  
HITOMI GILLIAM AIFD  
TELEFLORA EDUCATION SPECIALIST

## “Life Changer” Mechanics & Techniques for Florists

Hitomi Gilliam AIFD is a much in demand floral educator with 28 years of retail experience, who devotes all her time now to teaching—committed to raising the level of professionalism and creativity within the floral industry. She loves to share her accumulated knowledge and talent to help florists become the best they can be - progressive and current! Hitomi is a member of Teleflora’s prestigious team of Education Specialists.



3:00 pm

AUCTION OF FLOWERS & ARRANGEMENTS

3:30 pm

PRESENTATION OF TOP TEN & STUDENT COMPETITION AWARDS

## HOTEL INFORMATION

Ramada Los Angeles Downtown West  
1901 W. Olympic Blvd.  
Los Angeles, CA 90006

The hotel is located minutes from the Los Angeles Flower Market.

Please call the Ramada directly at 213-385-7141- be sure to mention you are with the California State Floral Association to receive our special room rate of \$115 per night .

The cut-off date for making reservations is **October 3, 2016**.  
Check out their website at [www.the.ramada.com/34093](http://www.the.ramada.com/34093)

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

**\*Register by October 12th  
For Pre-Show Prices\***

**(After October 12th 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 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
<input type="checkbox"/> Allied Industry	\$250
<input type="checkbox"/> California Certified Florist	\$195
<input type="checkbox"/> Grower	\$500
<input type="checkbox"/> Professional Floral Designer	\$195
<input type="checkbox"/> Retailer	\$195
<input type="checkbox"/> Wholesaler	\$250
<input type="checkbox"/> Wire Service	\$500
<input type="checkbox"/> Retired	\$ 50
<input type="checkbox"/> Student	\$ 50
<input type="checkbox"/> 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

1521 I Street \* Sacramento, CA 95814  
Phone: 916-448-5266 \* Fax: 916-446-1063  
[ann@agamsi.com](mailto:ann@agamsi.com) / [www.calstatefloral.com](http://www.calstatefloral.com)

*Note: Contributions to CSFA are not tax deductible as charitable contributions for Federal Income Tax purpose s. 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