



# CaliFlora 2018



CALIFORNIA STATE  
FLORAL ASSOCIATION

November 3-4, 2018  
Carlsbad International  
Floral Trade Center

# SCHEDULE OF EVENTS

Hosted by Carlsbad International Floral Trade Center ~ 5858 Dryden Place, Carlsbad, CA 92008

## SATURDAY, NOVEMBER 3RD

### 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

#### ► Leaf Manipulation Workshop

Instructor: Anthony Alvarez, AIFD, CCF, EMC



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. Anthony Alvarez AIFD, CCF, EMC is a professional floral designer. He serves on the board of directors for the California State Floral Association and was recently awarded a European Master Certification in Bruges, Belgium. Tony is also a founding member of the California Certified Florist program.

#### ► Hand-Tied Bouquets, Packaging & Wedding Bouquets

Instructor: René van Rems, AIFD



Learn how to create the easiest and lightest style of hand-tied bouquet and a “country” wedding bouquet with novelty summer flowers, foliage, and botanicals. René will showcase different techniques for easy application and cover best practices for longer lasting flowers. European style “value” added retail packaging will also be covered.

René van Rems, AIFD is a local resident and internationally renowned designer, author, presenter, and instructor extraordinaire. Amsterdam, Holland born master designer René van Rems, AIFD, has lived and worked in California ever since he arrived as a horticulture exchange student 41 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 TV, 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](http://www.renevanrems.com)

### HANDS-ON DESIGN WORKSHOPS

1:00 pm – 4:00 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.



#### ► Body Flowers

Instructor: Steven Brown, AIFD, CFD, CCF



In this educational and fun-filled workshop you will learn how to create beautiful flowers to wear that express the emotions you want to convey. You will also learn the latest techniques in care and handling to make your design stay fresher and last longer.

Steven Brown has been teaching at CCSF for the past 29 years. He is currently serving as the faculty elected Chair for the Environmental Horticulture/Floristry Department. This Fall he begins his seventh term. He received his B.S. degree from California Polytechnic State University, San Luis Obispo; Lifetime Teaching Credential State of California at UC Berkeley; and additional Coursework City College of San Francisco and UC Berkeley Extension. Steven’s goal is to facilitate the best possible learning experience and environment possible in Horticulture and Floral Design. Steven represents City College in/at many related groups and organizations including: the American Institute of Floral Designers, California State Florists Association (Board Member), Master Florists Association (Board Member), Ikebana International (Lifetime member), the San Francisco Conservatory Advisory Board, Specialty Cut Flowers Growers Association, Teleflora’s Northern California/Nevada Unit (Board Member), and is an Honorary member of the San Francisco Garden Club and San Francisco Gardener Apprenticeship Advisory. He is a founding co-president of the Organization of Floral Art Designers, a Board Member of Master Florists Association. Steven is a Certified Floral Designer (CFD) and a California Certified Florist.

### 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 4TH**

**REGISTRATION 8:00 am – 2:00 pm**

**45TH 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 2019 SAF convention.

**VENDOR DISPLAY BOOTHS - Open All Day**

11:30 am – *Lunch and 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*

**teleflora** *1:30 pm – 3:00 pm*  
**BLOOMIN' TALENT - BRINGING  
BACK THE ART OF DESIGN**

**SPONSORED BY TELEFLORA FEATURING:  
JOYCE MASON-MONHEIM, AIFD, CFD, AAF, PFCI, AZMF**

The love of flowers and the enjoyment of teaching have greatly enriched Joyce's floral career of over 40 years. Joyce has spent the greater part of her career experiencing floral retail shop operation, becoming an award winning floral artist and is currently a free-lance designer and educator residing in Tucson, Arizona. Joyce has served as president and leading positions of many local, state, regional and national organizations. She has been published in many media outlets focusing on trade editorials and design photography. She has participated in special events at the White House and Presidential Inaugurations and designed at the Rose Parade. Joyce is the 2013 winner of the SAF Sylvia Cup Competition and the 2014 recipient of PFCI Tommy Bright Award. As a member of the American Institute of Floral Designers she is currently the National Symposium Chairperson for 2019 and is a Past President of this esteemed organization. Currently, Joyce is the Educational Director for Accent Décor, is a Teleflora Educational Specialist and the creator of Savage Botanicals, a floral couture gown collection. She is a member of the Professional Floral Communicators International, the American Academy of Florists, is a Certified Floral Designer, is an AIFD Certified Judge, and Arizona Master Florist and has been placed in the Florida State Florist and Arizona State Florists Hall of Fame. Floral Management Magazine has named her one of the top ten "Rock Star" presenters in the country.



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

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

ARE YOU A MEMBER? DON'T DELAY JOIN C.S.F.A. TODAY!  
**\*Register by October 20th For Pre-Show Prices\***  
(After October 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](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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[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 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