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 44th Annual Top Ten Design Competition, featuring 24 of California's best floral designers, will be held on Sunday morning, November 5th. 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. We would very much like your organization to reserve up to 3 spaces for your designers who might compete in this year's Top Ten Competition. If you do not have names to give us please let us know how many spaces to reserve for your organization. We are limiting the competition to 24 designers. Spaces are filling up fast so please make your reservation as soon as possible. There will be an entry fee of $80.00 for each contestant due by October 20th with the entry form, which includes lunch and their registration for Sunday's events. The first place winner will receive $500.00; 2nd place winner $250.00 and 3rd place winner $100. In addition to receiving $500.00, CSFA will pay the competition entry fee ($215) for the first place winner of the Top Ten competition to go to the 2017 National Sylvia Cup Competition. Complete qualifying and competition start times will be forwarded when registrations are received.

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, Noel Tribbey AIFD, and Sandy Villa AIFD!**

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 Top Ten competition, contest description, and designer entry forms are enclosed for your convenience. Additionally, I have enclosed a copy of the statement of understanding that all contestants will be asked to sign after reading the rules. Contestants will need to supply a short biography for the Top Ten program.

Space is limited so please register as soon as possible. Confirmations will be sent with final competition details. The deadline to register for the Top Ten 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,

Wilton Lee

Wilton Lee CCF
President

Enclosures

Calif Flora 2017 - "California Styling"

Presented by The California State Floral Association
Sunday, November 5, 2017
Sunroad International Floral Trade Center, 5858 Dryden Pl, Carlsbad, CA

Top Ten Designer Entry Form

_____ Yes, please reserve _____ space (s) for designer(s) for the Top Ten Competition in Carlsbad

There will be an $80.00 entry fee for each contestant due with the entry form which includes lunch on Sunday. Please include a short bio with your entry form.

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

DESIGNER:

1.)
Name: _____ **Shop:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

2.)
Name: _____ **Shop:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

3.)
Name: _____ **Shop:** _____

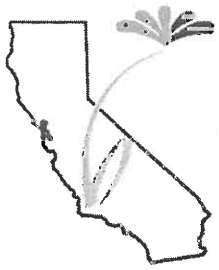
Address: _____

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 Top Ten Design Competition will consist of two separate categories: "Surprise Package" & "Designer's Theme Composition"

The following are the rules for the competition

"Top Ten 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. ***Thirty minutes* (30) 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.**

" Top Ten 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 "Top Ten Designer's Composition" will be:

"Styling With Flair"

The scale used for judging for "The Designer's Theme Composition will be 40% and 60% for "The Surprise Package"

The CSFA Top Ten Competition Committee therein will resolve any questions regarding the CSFA Top Ten 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 Top Ten 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**