



THE CALIFORNIA STATE FLORAL ASSOCIATION PRESENTS



CALIF FLORA 2010

"DISCOVER THE SPLENDOR OF NORTHERN CALIFORNIA

SATURDAY OCTOBER 9

CALIFORNIA CERTIFIED FLORIST EXAM

The California Certified Florist Exam will be held at the San Francisco Flower Mart on Saturday, October 9th. The exam consists of two parts: a written exam on cut flower identification, flower and plant care, elements and principals of design, color and light in floral design, floral design concepts and styles, choosing the container and techniques and mechanics and a design exam in which the applicant will construct designs as instructed by the exam team. All floral materials for these designs will be supplied by the Exam Commission.

HANDS-ON DESIGN CLASSES AND INSTRUCTIONAL WORKSHOPS

Hands-on Design Workshops and Instructional Seminars will be held throughout the day at the San Francisco Flower Mart

SATURDAY EVENING DINNER DESIGN PROGRAM SPONSORED BY

NW REGION OF AIFD - "Dueling Battle of the West—AIFD North West Region vs. AIFD South West Region"

Saturday evening will include a dinner and brilliant design program sponsored by NW Region of AIFD at the Parc 55 San Francisco located at 55 Cyril Magnin Street.

SUNDAY OCTOBER 10

TOP TEN AND STUDENT DESIGN COMPETITIONS, AFTERNOON DESIGN SHOW, NEW VARIETY DISPLAYS, DISPLAY BOOTHS, CCF PINNING CEREMONY and CSFA ANNUAL MEETING

SUNDAY-CONTINUED

37th ANNUAL TOP TEN DESIGN COMPETITION

This prestigious competition will feature 24 of 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 CSFA in the SAF Sylvia Cup Competition at the 2011 SAF convention.

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.

GROUP LUNCHEON CSFA ANNUAL MEETING

CALIFORNIA CERTIFIED FLORIST PINNING CEREMONY

There will be a special California Certified Florist Pinning Ceremony held on Sunday afternoon

AFTERNOON DESIGN PROGRAM SPONSORED BY FTD

Prepare for an afternoon of dynamite entertainment as the FTD Sponsored Design Team Member presents a program guaranteed to educate, entertain and dazzle the audience.

AWARDS ANNOUNCEMENT OF WINNERS AUCTION OF FLOWERS & ARRANGEMENTS

NEW VARIETY DISPLAY!

We are pleased to announce the fifth annual "New Varieties Display" will be held on Sunday, October 9th at Calif Flora 2010. 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!

**CALL THE CSFA OFFICE FOR MORE
INFORMATION: 916-448-5266
WWW.CALSTATEFLORAL.COM**