



california state floral association

## **Benefits of Belonging**

- ◆ Represents all segments of the floral industry....Grower, Wholesaler, Retail, Professional Floral Designer, Educator, Student and Allied Industry members;
- ◆ Launched the California Certified Florists Program in 2006...., this statewide program recognizes a high standard of professional knowledge and expertise;
- ◆ Has Two Staff Lobbyists....who are strong legislative and regulatory advocates on behalf of the floral industry;
- ◆ Hosts a Legislative Action Day at the Capitol in conjunction with California Ag Day
- ◆ Has a Pesticide Registration Specialist on Staff;
- ◆ Sponsors top notch education workshops, seminars and design shows with world-renowned designers;
- ◆ Sponsors an annual convention with the California State Top Ten Design Competition, Trade Fair, New Variety Competition, Education Programs and a Student Competition;
- ◆ Saves members participating in the group Workers Compensation Insurance Fund Program 6% on their workers compensation;
- ◆ Saves members significant dollars in Medical & Dental Programs and Property & Casualty Insurance, and Long Distance Telephone Service;
- ◆ Publishes a statewide directory of CSFA members;
- ◆ Publishes the California Florists Magazine;
- ◆ Keeps members informed with newsletters and the website:  
[www.calstatefloral.com](http://www.calstatefloral.com);
- ◆ Most significantly offers Personal Assistance. CSFA has a large staff of people who are ready to answer all your questions.