

Michigan Floral Association



Michigan Floral Association Mission Statement

To provide education and professional partnerships which help to position Michigan Floral Association members at the forefront of the floral industry.



Why should I Become a Certified Florist?

More Quality: From Cooler temperature and humidity to hydration and preservation, your Certified Florist knows the best ways to care for flowers.

More Knowledge: Every Certified Florist must pass an examination that tests their knowledge of flowers & plant care as well as floral design skills.

More Education: Continuing education is required of all Certified Florists assuring they will be proficient in design and aware of new floral trends and innovative techniques.

More Professional: Certified Florists uphold the highest standards of ethics and professional practice in our industry.

Chapters included in the Certified Florist Manual:

- Care & Handling
- Product Identification
- Customer Relations / Sales
- Delivery
- Marketing
- Accounting
- Gluing
- Lighting
- Basic floral design (Step by Step)
- Design styles and principles & elements.



Want to Learn Floral Design?



Floral Design School Intermediate Floral Design


MichiganFloral
ASSOCIATION
www.michiganfloral.org
(517) 575-0110

CLASS DESCRIPTION

Intermediate Floral Design Certified Florist prep

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination. (Students who do not wish to take the CF exam will still be welcome.)

The CF manual is the text for this course. You may purchase this manual at: www.michiganfloral.org or call 517-575-0110. This manual is recommended but not required. All other materials will be included in the registration fee.

Time will be divided between lecture and hands on design. Lecture topics include: Care and Handling of flowers & plants, Product Identification, Customer Relations/Sales, Delivery, Marketing, Accounting, Display, Intermediate Floral Design. A sample test will be given on each topic. Design topics include: Vased Arrangements, Bridal Bouquets, Corsages, Boutonnieres and Sympathy. Designs will incorporate the contemporary techniques of Grouping, Layering, Basing, Framing, and many more. Each week you will take home your designs.

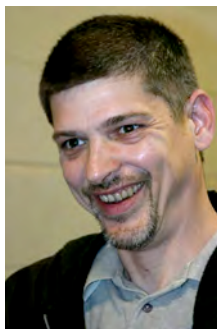
Since this is a personal enrichment course there will be no graded exams.

Limited course enrollment will ensure that each student receives personal attention.



CLASS OUTLINE

- 12 Weeks of classes
- Meet every Wednesday, Starting January 11th through March 28th, 2012.
- Time: 6:00pm to 9:00pm
- This class consists of 36 hours of classroom instruction.
- Class enrollment limited to 12



Instructor: Tim Latimer CF

Tim teaches Floral Design at MSU and has been on the Certified Florist committee since its inception. He has been directly involved in developing the Certified Florist manual, and writing the Written Examination. Tim has been designing and teaching at Michigan State University for 25 years.



INTRODUCTION TO DESIGN

2012 Class Registration Form
Visit www.michiganfloral.org

Wednesdays starting
January 11th, 2012.

Cost:
Member of MFA \$ 900.00
Non Member of MFA \$ 1000.00

Call MFA at (517) 575-0110 for availability

Registration Fees are non-refundable.

Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Payment method:

Check# _____

(Master card, Visa, American Express, Discover,
Circle one)

Credit
Card# _____

Exp. Date _____ Code _____

Signature _____



Mail to: MFA P.O. Box 67, Haslett, MI
48840

Or Fax to (517) 575-0115