

AzMF

Arizona Master

Florist Certification

GENERAL INFORMATION & BENEFITS

Applying for the Arizona State Florists' Association certification program opens doors of opportunity for your professionalism and education. Whether attempting to get into the floral industry, working in a shop and wanting to improve your skills, or just interested in learning another profession for pleasure or career change, this is the program for you. You will join a select group of individuals who are committed to continuing their education in their field, learning, practicing and becoming better at their craft. This program is based directly on the Texas State Certification Program and is taught in 13 other states as well as Arizona and transferable to those as well.

This certification is nationally known, appreciated & respected by those in the industry. The program consists of 12 modules as follows:

- **Principles of Design**
- **Care & Handling of Foliage & Flowering Plants**
- **Customer Relations**
- **Delivery**
- **Merchandising**
- **Employee Relations**
- **Advertising & Promotions**
- **Daily Business Procedures**
- **Basic Design Techniques**
- **Wedding Techniques**
- **Funeral Techniques**
- **Care & Handling of Cut Flowers & Foliages**

Becoming an Arizona Master Florist not only shows interest in your career, but offers a wide range of other benefits as well such as: expanded knowledge, career advancement, personal satisfaction, professional recognition, and peer-level communication.

Class sizes are limited to ensure individualized training and attention to every student. Be sure to reserve your space now! This program takes place twice yearly. The Spring semester is taught in Tucson and the Fall semester is taught in Scottsdale. Make your commitment to increase your skill level, marketability, and best job placement possible.

CLASS DESCRIPTIONS

Principles of Design

This class covers the basic principles which govern floral design, the results vary based on the individuality of each designer but must be learned to correctly craft a design. The principles of composition, harmony, focal point, balance, proportion, line, rhythm, texture and color are defined, discussed and illustrated in several ways during several design classes. The conscious application of design principles in daily work has proven to be profitable through uses of less material to create distinctive designs with more appeal to consumers.

Care & Handling of Cut Flowers & Foliages

The importance of high quality is targeted here learning the factors that affect the quality of the perishable product and its turnover. These factors include moisture & nutrient balance, ethylene production and bacteria growth. Recommendations are given to receiving, unpacking and processing flowers correctly along with methods of conditioning, hardening, and proper preservative use to prolong their life.

Basic Design Techniques

This class is a hands-on class in which students actually design several basic styles of floral arrangements. This includes skeletal placement of florals, foliages & fillers, proper cutting, wiring, and mechanics. While this is a very basic class, even the more skilled designer will benefit from the review and learning the reasons behind "what they have been shown".

All materials supplied, you will need to bring your own tools.

Customer Relations

The retail florist must understand and appreciate their customers to maintain a successful business. Today, consumers are better educated and more discriminating than ever before. This class examines customer expectations, options, buying and selling styles and basic salesmanship. Designed to increase your sales ability and customer loyalty.

Delivery

Delivery is a service that is almost extinct in retail business. Florists are unique in continuing to offer this service while it is the costliest facet of the business. Here we cover delivery, loading, routing and procedures to get your product in the hands of the consumer in the best, fastest, most financially gratifying way possible.

Merchandising

Merchandising is the process by which we present our product to the consumer. In a time of record competition we will learn how to evaluate our buying habits, showing what we sell to it's best advantage and making a creative impression on our customers. Inventory control, pricing, display, traffic flow, and attention to detail will increase your sales along with your customer loyalty.

Wedding Design Techniques

This is a large portion of floral business. In this hands-on class we will focus on traditional wedding designs. Covering several styles of bridal bouquets, corsages, & boutonnieres. You will learn proper wiring techniques, taping, assembly, proper mechanics and working with other accessories. *Materials will be supplied, you will need to bring your tools.*

Care & Handling of Foliage & Flowering Plants

This class discusses the basic aspects of plant care & growth. The plants functions from roots to leaves/flowers are discussed including photosynthesis, respiration, transpiration, and watering and fertilizing methods. Plant nomenclature both common names & scientific names are learned along with specific care for the individual plant most often used.

Funeral Design Techniques

Funeral work is the "bread & butter" of most floral shops. It is very easy to get careless and wasteful here. This hands-on class will stress the basic concepts of several design styles along with the mechanics of sprays, wreaths, casket covers, etc. Establishing a good rapport with your funeral director as well as how to effectively deal with a grieving family will be discussed. *Materials will be supplied, you will need to bring your tools.*

Employee Relations

Even in a technology driven world, a flower shop cannot effectively run without people. We are in the emotion business. Here we will learn what makes a good employee, interviewing, keeping them, counseling, discipline, and termination. Training is expensive and often overlooked in our business, learn how to keep good, productive people.

Advertising & Promotion

Proper advertising and promotion are the key to any successful business. Herb Mitchell once said "Most advertising programs are like seeds, if they are planted in fertile soil, they will grow and develop blossoming into rewarding results. Even the finest plan will not bloom if not nurtured" Here we will outline various forms of advertising and media usage.

Daily Business Procedures

This course is designed to keep a simple system of record-keeping which will effectively keep your business on track. Here we will cover basics such as recording transactions, assets, incurring of debt, capitol, assets, revenue and expenses. This is designed to help you get started properly to grow and be successful. This class does not offer tax advise, merely the basics to get your business started, or make your current one properly controlled.

PROGRAM OPTIONS

There are several different options to the AzMF Certification Program. Here is a brief description of the possible options to decide what may work best for you.

OPTION 3

Arizona Master Florist

This is the most popular and requires the entire program. Option 3 entitles you to receive a certification of completion, AzMF gold pin, and state recognized "AzMF" credentials. You must pass and complete all 12 classes and pass the final exam.

OPTION 2

Arizona Master Designer

This option entitles you to a certificate of completion at the end of 9 of the classes offered. You must take all the listed classes (design & basic shop operations.)

- Principles of Design
- Care/Handling Foliage & Flowering Plants
- Customer Relations
- Merchandising
- Delivery
- Basic Design Techniques
- Wedding Techniques
- Funeral Techniques
- Care/Handling Cut Flowers & Foliages

OPTION 1

Arizona Professional Florist

This option entitles you to a certificate of completion at the end of 9 of the classes offered. You must take all the listed classes (basic shop operations & business, no design)

- Principles of Design
- Care/Handling Foliage & Flowering Plants
- Customer Relations
- Delivery
- Merchandising
- Employee Relations
- Advertising & Promotions
- Daily Business Procedures
- Care/Handling Cut Flowers & Foliages

Any of the classes may be taken individually without signing up for the entire program if so desired. They may simply be taken as refreshers for anyone wishing to learn more about a specific module.

Costs & Breakdowns

The entire Certification Program (Option 3) runs \$750.00. This may be paid all at once or each week you attend if you prefer to pay as you go. The breakdowns for all costs are as follows:

Registration Fee.....\$50.00 (non-refundable, due on reserving your space)	
Principles of Design.....45.00	C/H Flowers & Foliages.....45.00
Basic Design Techniques.....60.00	C/H Foliage & Flowering Plants.....60.00
Wedding Techniques.....60.00	Funeral Techniques.....60.00
Customer Relations.....45.00	Delivery.....45.00
Merchandising.....45.00	Employee Relations.....45.00
Advertising & Promotions.....45.00	Daily Business Procedure.....45.00

Candidates completing all courses and successfully passing each exam at its conclusion will be required to pay a final exam fee of 100.00 at the last class. This covers the final exam as well as the certification and pin to be received in a ceremony at ASFA's annual Expo in July.
Cash, checks or credit cards are acceptable, payable to ASFA.

The weekly breakdown is as follows:

Registration.....50.00	Week One.....150.00
Week Two.....105.00	Week Three.....105.00
Week Four.....105.00	Week Five.....135.00
Final Exam.....100.00	

AzMF Certification Registration Form

Name _____ Option 3 2 1
 Address _____
 City _____ ST _____ Zip _____
 Phone (h) _____ (w) _____
 e-mail _____

Non-refundable deposit of 50.00 included (ca ck cc)
 c/c# _____ ex _____ sec _____

Send To: Brian Vetter AIFD PFCI AzMF
 28248 N Tatum Blvd B-1 PMB # 303
 Cave Creek Az 85331 * 480-563-1395
 bvetter.aifd@yahoo.com

ABOUT YOUR INSTRUCTORS

Brian Vetter AIFD PFCI AzMF Certification Director/Instructor

Brian has been working in the floral industry for 33 years. Having spent his career at Cactus Flower Florists in Scottsdale Arizona he has practical experience in day to day shop operations as well as education and design programs. Becoming a certification instructor in 2002, he then took over as Director in 2004. Brian has extensive training in both floral design and education and continues to attend industry events and keep up on the latest trends and styles that affect our industry. A member of AIFD since 2004 and PFCI since 2005 he is committed to education and it's importance in the floral industry. Brian resides in Cave Creek Az.

Gail Chronister AzMF Certification Instructor

Gail has been involved in the floral industry for 33 years also. Having worked in several shops over the years as well as upscale specialty markets, Gail was in the first graduating class of AzMF in 2000. She has been involved as an instructor ever since. Gail is committed to teaching others and sharing her enthusiasm for the industry. Her upbeat personality and knack for making learning fun inspires students. Gail resides in Tucson Az.

Joyce Mason Monheim AIFD PFCI AzMF Founder

The AzMF Certification Program was adapted from Texas State and started by Joyce Mason Monheim AIFD, PFCI, AzMF in 2000. She organized and developed the program to integrate into the Arizona State Florists Association. Having moved on, Joyce is a nationally known free-lance designer and educator. She is active on Teleflora's Education Team and travels the country sharing her ability and expertise with phenomenal design programs.