



## N.C CERTIFIED PROFESSIONAL FLORIST (NCCPF) SCHOOL

The NCCPF School is a program featuring **nine** online classes and **three** hands-on classes to help prepare the student for a career in the floral industry. Once all 12 classes have been taken and passed, a final examination will be given. Successful completion in the final examination will result in North Carolina Professional Florist certification and a pin will be awarded.



### History

A School sponsored by the N.C. State Florists Association was planned and discussed for approximately three years before it was begun. Frank Kimbrough had the idea of a school with technical college participation and continuing education points. He met with Piedmont Technical College in Roxboro, NC, and they agreed to co-sponsor a school. The reason for the school was to have more than an annual convention for the NCSFA to offer its members and to add purpose to our association.

In 1985, Pat Murray, AIFD, went to Texas State Florists Association Convention, where a Texas Certified Florist class was being held to observe how it was operated. The NCSFA decided to follow the same course of study and purchased the textbooks from Texas State Florist Association.

The First class was held September 28 through October 3, 1986, at Quail Roost Conference Center in Person County with Jim Johnson from Texas A&M teaching the design portion. Later in the year, the class on shop operation was taught by Richard Milteer. The co-chairs of the first NCCPF school were Jerry Wadsworth and Pat Murray.

### Current Instructors

**\*\*Jim Johnson**, AAF, AIFD, TMF, from Texas A&M University still instructs students in the design portion of the school. He has remained with the school since its inception.

NCSFA

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## CERTIFIED DAILY SHOP OPERATIONS SCHOOL

The Certified Daily Shop Operations program has been replaced by online classes. Those classes were developed by Texas State Florist Association, which provided the textbooks for the school's previous incarnation.

There are 9 classes offered online: Principles of Design; Concepts of the Care and Handling of Foliage and Flowering plants; Care and Handling of Cut Flowers and Foliage; Customer Relations; Delivery Made Simple; the Art of Effective visual Merchandising; Employee Relations; Advertising and Promotions; and Daily Business Procedures. **Each online class cost \$75 for NCSFA members and \$100 for non-members. Students should complete all nine classes.**

**\*Principles of Design** - This course might well be called "tools of design." These principles are not arbitrary rules - they are constant guidelines. They are tools of all the arts, and no artist can vary them until he has mastered them.

**\*Concepts of the Care/Handling of Foliage and Flowering Plants** - Plants add a touch in our homes and brighten our indoor surroundings. In the course you will learn the Plant's Morphology, the Plant's Physiology, Plant Nomenclature and much more.

**\*Care and Handling of Cut Flowers and Foliages** - Cut flowers, even though they have been separated from the parent plant, are living, actively metabolizing plant parts. You will explore the factors affecting quality, tips for handling roses, pre-treatment and Care/Handling terms.

**\*Customer Relations** - In today's market our thoughts, plans and directions must be focused on those who make our business and its success possible, the customer.

**\*Delivery Made Simple** - In today's 24-hour self-service society, few customer-oriented personalized services remain. Delivery is a service that is almost extinct in retailing and is the one commodity the floral industry has to keep customers coming to our shops.

**\*The Art of Effective Visual Merchandising** - Merchandising is anything that you do to develop your business and move your product. This course will show you how to prepare a merchandising calendar, explain productive use of space, design lighting, signage and more.

**\*Employee Relations** - A business cannot function effectively without people. Too many business owners and managers tend to neglect the human side of their operations. This course addresses locating qualified people, hiring techniques,

interviewing, training, motivation and much more.

**\*Advertising and Promotions** - In today's advertising market the consumer is over-exposed to commercial messages. You must get noticed. This course will provide you tools for success.

**\*Daily Business Procedures** - The goal of Daily Business Procedures is to acquaint the individual with the basic definitions and business procedures needed to operate a floral shop on a day-to-day basis.

## CERTIFIED FLORAL DESIGN SCHOOL

The Certified Floral Design program has been changed as well. Now it features three hands-on classes: Sympathy Design Styles & Techniques; Current Design Styles & Techniques and Wedding Design Styles and Techniques. **The cost of each class is \$100 per class for NCSFA members plus \$49.95 for text books, totaling \$349.95 and \$150 per class for non-members plus \$49.95 for text books, totaling \$499.95. Cost includes:** Registration, Textbooks, Instructor; also fresh materials, hard goods and supplies that may apply.

**\*Sympathy Design Styles** - Funeral flowers are more than an expression of sympathy; they are symbols of faith and respect. In this workshop you will learn the Western Line, Standing Sprays and Mechanics, Casket covers, Wreaths, Cremation, Memorial Services and more.

**\*Current Design Styles** - In this workshop you will construct several of the most noteworthy and practical design styles - vase arrangements, vegative, formalinear and parallel designs.

**\*Wedding Design Styles** - In this workshop you will learn Corsages, Boutonnieres Hairpieces, Hand-Tied Bouquets and more.

One of the best benefits for NCSFA members is the cost. In the past, the cost of the school was approximately \$1000 and NCSFA members saved about \$200 over non-members. Now the cost for members is approximately \$1025, but the savings over non-members is \$375!! Now more than that ever membership has its privileges. **The 2012 School will take place September 21-23 at Hardin's Wholesale in Liberty, NC. James L. Johnson, AAF, AIFE, TMF will continue to be the instructor.** To register for classes go to [www.ncflorist.org](http://www.ncflorist.org). The hands-on classes will have a limited class size of 25 students maximum with 10 minimum to hold the classes.

**Register Early to Ensure your space!**