

*Learn A
Beautiful
Profession*

CFA
FLORAL
DESIGN
SCHOOL



Floral Design

Fall 2010 Course Catalog & Application for Admission



**Connecticut
Florists
Association**

APPROVED BY THE
CONNECTICUT
COMMISSIONER OF
HIGHER EDUCATION



**CONNECTICUT'S ONLY
FLORIST TRADE SCHOOL**

About the School & Staff

CFA
FLORAL
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Recognizing a need for professional training opportunities in the Northeast for students interested in careers in the floral industry, the Connecticut Florists Association developed a program for basic and intermediate design in 2000.



**Connecticut
Florists
Association**

The program has expanded to also include an Advanced program. The School offers evening or classes.

New location for Spring 2010 at Middletown High School Agri-Science Facility in central Connecticut easily accessible from Interstate 91.

School Staff



Instructor

Louise Pastormerlo
Has taught classes at the School for five years, and was instructor of floral design at the University of Connecticut.



School Director

Robert V. Heffernan,
Executive Director
of CFA



Chairman of CFA's Education Committee

Bob Sabia AIFD
Past President of
CFA. Has owned
and managed
florist shops in Connecticut for
more than 30 years.



CFA Floral Design School /
Connecticut Florists Association
590 Main Street - Bart Center, Monroe CT 06468
203-268-9000. 800-352-6946
Fax 203-261-5429 E-mail: CTFlorists@aol.com
www.CFAFloralSchool.org

Basic Floral Design



This is a 39-classroom hour, comprehensive course on basic floral design for those interested in a career in the floral industry. We will cover care and handling practices, floral identification and nomenclature, floral mechanics, design principles, elements of design including an introduction to color theory. Students will create vase arrangements, arrangements designed in floral foam, & wrapped bouquets. Students will be introduced to wiring and taping techniques and will create corsages, boutonnieres and wristlets. This course will focus on profitable design techniques and include proper pricing calculation methods. Course content will include lecture and hands-on projects. This course will prepare the student for an entry level position in the floral industry. A textbook is required for this course: *The Art of Floral Design*, which each student is encouraged to purchase (you may buy one at online retailers).

Written and practical exam with a minimum grade of 75 to receive a *Certificate of Successful Completion*.

PRE REQUISITES: Minimum 16 years of age

BASIC DESIGN will be offered as a 13-session evening program.

EVENING: Tuesday and Thursday evenings 6:00-9:00pm
13 sessions

CLASS SIZE: Maximum 9.
Minimum 6

FEE: \$1099 non members / \$899 CFA members.
[Fee includes a nonrefundable \$100 application fee.]

2010 DATES: September 2, 7, 9, 14, 16, 21, 23, 28, 30, October 5, 12, 14, 19



Intermediate Floral Design



This is a 27-classroom hour comprehensive course focusing, in greater depth, on the principles and elements of design. Students will review basic mechanics and color theory. Consisting primarily of hands-on experience, each student will create a variety of designs including an introduction to wedding and sympathy designs. All projects will be personally critiqued by the instructor. Students will be required to complete an additional 16-hour internship at a retail floral shop, meet the stated attendance requirements and pass a practical exam to receive a *Certificate of Successful Completion*.

PRE REQUISITE: 1. Successful completion of CFA Basic Design
OR
2. A minimum of one year experience as a designer in a properly licensed retail or wholesale floral company.



INTERMEDIATE DESIGN will be offered as a 9-session evening program.

EVENING: Tuesday and Thursday evenings, 6:00-9:00pm, 9 sessions

CLASS SIZE: Maximum 19 /
Minimum 6

FEE: \$999 non members / \$899 CFA members.

[Fee includes a nonrefundable \$100 application fee.]

2010 DATES: October 26, 28,
November 2, 4, 9, 16, 18, 23, 30

Advanced Floral Design



14 classroom hours, this class will focus on advanced design styles, techniques and mechanics. Focusing on Parallel, vegetative, and interpretive designs, students will be encouraged to create their own designs for critique by the instructor. This class will teach students to create hand-tied bouquets using natural armatures. The student will learn about availability, sources, and care and handling procedures for unusual flower and foliage varieties as well as containers and mechanics. This class is tailored to the serious floral designer who wishes to expand his or her design capabilities. Students must meet the attendance requirement as stated and pass a practical exam to receive a *Certificate of Successful Completion*.

PRE REQUISITE: 1. Successful completion of CFA Basic Design AND Intermediate Design AND minimum of 1 year design experience in a properly licensed retail or wholesale floral company
OR
2. A minimum of 3 years design experience in a properly licensed retail or wholesale floral company.

ADVANCED DESIGN will be offered as a 4-session evening program.

EVENING:
6-9:30 pm- 4 sessions

CLASS SIZE:
Maximum 10 /
Minimum 8

FEE: \$599 nonmembers / \$499 CFA members.

[Fee includes a nonrefundable \$100 application fee.]

DATES: to be scheduled



School Policies



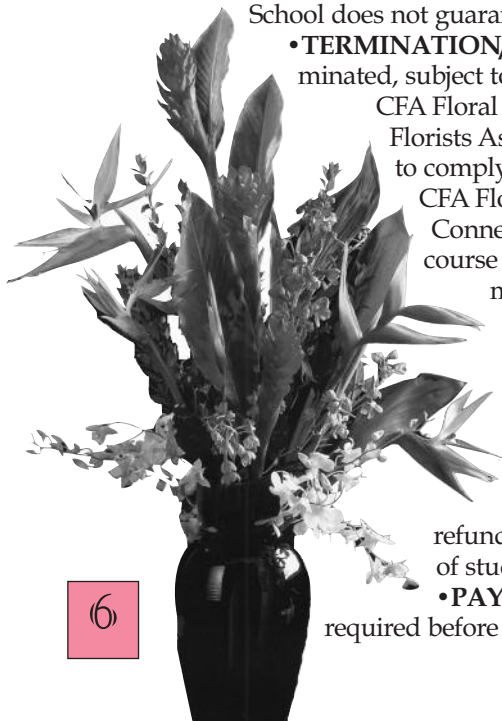
• **STUDENT CONDUCT/GRADING/ATTENDANCE.** The School reserves the right to dismiss students who are disruptive to the learning environment. Students may be removed for the following: (1) Loud and boisterous behavior, (2) Use of inappropriate language, (3) Showing disrespect for fellow students, instructors, or volunteers, (4) Coming to class under the influence of alcohol and/or drugs, (5) Any other behavior deemed inappropriate by the instructor. Students will be graded only during the final exam. To qualify to sit for the final exam, students must be present for at least 75% of classes, with no make-ups available.

• **GRADUATION/CERTIFICATE.** Students will receive a *Certificate of Successful Completion* for the programs indicated by receiving a minimum grade of 75 on any written exam and a passing evaluation on any practical exam. Students who do not receive passing grades will receive a *Certificate of Attendance*. Students participating in courses open to the trade only will receive a *Certificate of Professional Training* in the named course.

• **PLACEMENT.** The CFA office maintains lists of florists seeking help. The School does not guarantee placement.

• **TERMINATION/WITHDRAWAL.** Students may be terminated, subject to the refund policy stated below, by the CFA Floral Design School (owned by the Connecticut Florists Association) for nonpayment and/or failure to comply with school policies. At its option, the CFA Floral Design School (owned by the Connecticut Florists Association) may cancel the course with full refund to students if less than the minimum stated number of students register for the course. A student who wishes to cancel out of the program, subject to the terms of the enrollment agreement, should submit his cancellation request to the Connecticut Florists Association. CFA may cancel any of these programs within five days of the start date, with full refund, if less than the stated minimum number of students have registered.

• **PAYMENT POLICY.** Payment in full is required before the start of the course. To register, at least



one-half of the tuition must be paid, with any remaining balance to be paid one week before the start of the course. Students have the option of using their major credit card if they wish to spread out tuition payments at their own convenience. No admissions will be accepted after the first class. All other fees must be paid by the second week of the course or the student cannot continue. Returned check fee: \$25.

**•REFUND/
WITHDRAWAL POLICY.** A student is entitled to a full refund, less \$100 retained by CFA, only if the refund request is received seven

days before the start of the program. Textbooks, once purchased, may not be returned and no refund will be given for them. After the start of the program, refunds are based on last date of verifiable attendance. Requests for refunds should be made to the CFA Floral Design School (owned by the Connecticut Florists Association). Refunds granted under this policy will be made within 30 days.

•COMPLAINT POLICY. Attendees having complaints regarding the CFA Floral Design School, basic floral design program should first contact the school director: Robert Heffernan, Connecticut Florists Association, 590 Main Street, Monroe CT 06468. Should a student's concerns not be fully addressed by the School Director, the student may also appeal to the Board of Directors, Connecticut Florists Association, at the same address. The CFA Floral Design School, basic floral design program does not have any policy, nor acts in any manner, which discourages or prohibits the filing of inquiries or complaints regarding the school's operation with the Commissioner of Higher Education. Students may also file complaints with the Commissioner of Higher Education, 61 Woodland Street, Hartford CT 06105 (telephone 860-947-1816).

•DIRECTIONS TO THE SCHOOL: The CFA Floral Design School is located at Middletown High School – Agri-Science Facility, 200 LaRosa Lane.

•From Hartford I-91 (South): Take 91 S to Exit 20 (Country Club Rd). Exit left onto Middle St. Turn left at stop sign onto Country Club Rd. Continue for approx. 3 miles to traffic light (DB Mart on left); take left onto Newfield St. Travel approximately 1 1/4 miles and take a left onto LaRosa Lane to Middletown High School.

•From New Haven I-91 (North): Take Exit 20 (Country Club Rd); take right off exit. Continue for approx. 3 miles to traffic light (DB Mart on left); take left onto Newfield St. Travel approximately 1 1/4 miles and take a left onto LaRosa Lane to Middletown High School.

•From Rt. 9 North and South: Take Exit 15 (Washington St) off of Rt.9. Follow Washington St. 1 mile. Take right at traffic light onto Rt. 3 (Newfield St.). Continue 1.5 miles and take a left onto LaRosa Lane to Middletown High School.



Application for Admission & Registration

owned by
Connecticut
Florists
Association

2010

Student Name _____
 Company _____
 Emergency Contact Name/Phone _____
 Address _____
 Town/State/Zip _____
 Phone _____ Fax _____ E-mail _____

- Please describe your level of experience in floristry: _____
- Have You Received A Certificate from the Basic Design Program? _____ from the Intermediate Program? _____
- Please check one: I am currently employed in the floral trade I am not currently employed in the floral trade

COURSE NAME	COURSE DATE	FEE
Basic Floral Design/Public Rate	Sept. 2-Oct. 19, 2010	\$1099
Basic Floral Design/Trade CFA Member	Sept. 2-Oct. 19, 2010	\$899
Intermediate Floral Design/Public Rate	Oct. 26-Nov. 30, 2010	\$999
Intermediate Floral Trade CFA Member	Oct. 26-Nov. 30, 2010	\$899

TOTAL \$ _____



Credit Card # _____
 exp ____/____
 Name on Card: _____
 Signature _____



All fees paid to the Connecticut Florists Association may be tax deductible as business expenses, not as charitable expenses. See policy for refunds and cancellations.

Return this form with payment to:



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