

Arkansas Master Florist Class Information

Thank you so much for your interest in the Arkansas Master Florist Class provided by the Arkansas Florists Association. We genuinely believe that continued education is the hallmark of personal growth, improvement and excellence and we strive to provide avenues to help you obtain your individual goals. Education is the future of our industry!

Arkansas Master Florist classes will take your current floral education to the next level. These classes are based on the AIFD standard of elements and principles. You will learn and become familiar with these elements and principles as they will give you a better understanding about placement and design.

We will show you new and functional techniques designed to help offer you a better quality of design in your shop. We will teach you a better understanding of sales, delivery and business management to help streamline your business knowledge. Most importantly, we will guide you through extensive hands-on workshops to help give you the skills and confidence to be a well-rounded designer.

The 2019 AMF classes will be held at Expressions Flowers, 112 Towson Avenue, Fort Smith. The current dates for the 2019 AMF classes are:

March 2-3

March 30-31

April 27-28

May 18-19

June 22-23

July 20 – Final test date

(detailed schedule below)

Instructors for the Arkansas Master Florist classes are Kay Schlaefli AIFD, CFD, AMF and Robert Robertson AIFD, CFD, AMF. If you are interested in participating in the AMF classes or if you have any questions or concerns, feel free to contact Kay or Robert at:

Expressions Flowers
112 Towson Avenue
Fort Smith, AR 72901
(479) 783-3210

Robert@expressionsflowers.com Kay@expressionsflowers.com

Arkansas Master Florist Class Schedule

March

- 2 -- Principles and Elements of Design
 - Techniques: Basing, Decorative, Placement
- 3 – Management: Care and Handling of Fresh Cuts and Plants
 - Hands-on using Principles, Elements and Techniques

March

- 30 – Flowers to Wear
 - Flowers to Wear testing
- 31 – Management: Marketing, Advertising and Promotion
 - Management: Merchandising

April

- 27 – Management: Customer Relations, Employee Relations
 - Hands-on Wedding Bouquets
- 28 – Hands-on Wedding Bouquets
 - Hands-on Wedding Bouquets testing

May

- 18 – Hands-on “Celebration of Life” with an Emphasis on Sympathy
 - Hands-on “Celebration of Life” with an Emphasis on Sympathy
- 19 – Hands-on Sympathy testing
 - Management: Delivery

June

- 22 – History of Design Styles: Everyday
 - Hands-on Design Styles: Everyday
- 23 – Hands-on Design Styles: Everyday
 - Hands-on Design Styles testing

July

- 20 – Final Testing: Written
- 20 – Final Testing: Hands-on (Flowers to Wear, Wedding Bouquets, Everyday, Sympathy, Copy)

Supporting and celebrating the floral industry in Arkansas and beyond.

Arkansas Master Florist Class Registration

Name of AMF Student: _____

Name of Business/Shop: _____

Physical Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Mailing Address (if different from above): _____

City/State/Zip: _____

Name of Owners (if applicable): _____

- Early bird registration by December 30, 2018 – Full AMF tuition and AIFD Book = \$1295.00 (\$ 300.00 savings!)
- Full registration by February 22, 2019 – Full AMF tuition and AIFD book = \$1395.00 (\$ 300.00 savings!)
- Per-class payment by February 22, 2019 (\$325.00) for March 2-3, 2019 AMF Classes and AIFD book. All future classes will be (\$ 250.00) and paid in full individually at the start of every weekend class = \$1595.00

Credit/Debit Card: _____ Exp Date: _____

Name on Card: _____

Address for CC bill: _____

City/State/Zip: _____

Signature: _____ Date: _____

Mail form and payment to: Expressions Flowers 112 Towson Avenue Fort Smith, AR 72901