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TELEFLORA ANNOUNCES 2011 EDUCATION CENTER SCHEDULE

LOS ANGELES (January 17, 2011) – Teleflora, the world’s leading flower wire service offering only hand-arranged, hand-delivered floral bouquets by [local florists](#), announced today its 2011 Education Center schedule. For more than 25 years, the Education Center has provided innovative classes taught by leaders in the floral industry at floral world’s only professional state-of-the-art center in Oklahoma City, Oklahoma. Teleflora’s Education Center is a certified AIFD pathway provider and education partner of AIFD.

“Since the center first opened in 1984, thousands of florists have attended our classes and we are proud of the excellence our education program continues to bring to the floral world. Our curriculum has continued to evolve so those florists who are new or well-known within the community will benefit from the personal coaching, demonstrations and guided assignments,” said Marie Ackerman, AIFD PFCI AAF, Vice President, Education. “One of the things so appealing each year about our class line-up is the amount of information each student receives – not only from the instructor who teaches the particular class, but also from the students sharing ideas with each other.”

The 2011 education program gets under way in March and continues through October. Ten classes will cover a wide range of floral-specific subjects including floral design that focuses on wedding bouquets, European and smart everyday style design, and distinctive designing with tropicals. Returning to this year’s line-up is the highly popular, “Prom Ready? Flowers to Wear,” class, offering tips and trends within an area that can help florists grow their businesses. Also returning for a second year is “TESTING, Testing...1, 2, 3: A Primer on Using the Principles & Elements of Design,” which is for those designers who are seeking design certification at the state or national level.

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New to this year's curriculum is the "Floral Educator: Commentating & Teaching" class, to help prepare florists develop and deliver content rich programs in their areas. This exciting new class will end with a live show featuring all of the students.

Teleflora's 2011 class schedule is as follows:

March 20-23, 2011

TESTING, Testing ... 1,2,3

A Primer on using the Principles & Elements of Design

Instructor: Kevin Ylvisaker AIFD PFCI

April 3-6, 2011

Prom Ready? Flowers to Wear

Instructor: Joyce Mason-Monheim AIFD PFCI

June 5-8, 2011

Sympathy Expressions

Instructor: Wilton Hardy AIFD PFCI AAF

June 26-29, 2011

Weddings TODAY: Bouquets with Style

Instructor: Bert Ford AIFD PFCI

July 17-20, 2011

Distinctive Designing with Tropicals

Instructor: John Hosek AIFD PFCI

July 31-August 3, 2011

European Design

Instructor: Els Hazenberg AIFD AAF

August 28-31, 2011

Business Smarts Summit: Operating a Successful Retail Flower Shop

Instructors: Paul Goodman CPA, Marie Ackerman AIFD PFCI AAF

and Special Guest Speakers

September 25-28, 2011

A Season of Prosperity: Autumn & Christmas

Instructor: Tim Farrell AIFD PFCI

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October 2-5, 2011
Smart Everyday Design
Instructor: Susan Ayala AIFD

October 16-19, 2011
Floral Educator: Commentating & Teaching
Instructors: Marie Ackerman AIFD AAF PFCI & Tom Bowling AIFD PFCI

Tuition for Teleflora members is just **\$599.95 U.S.** for the first nine classes and **\$699.95 U.S.** for the Floral Educator Class and can be billed on their Teleflora clearinghouse statement or placed on a major credit card. If a florist brings someone to the same class, each person will receive a \$50 discount. Scholarships to attend the Education Center are available from local Teleflora Units.

For more information on Teleflora's Education Center or to register for classes, please call **(800) 456-7890**. A description of each class can be found online at www.myteleflora.com.

About the Teleflora Education Center

The [Teleflora Education Center](#) founded in 1984 conducts classes for thousands of retail florists. Housed on the second floor of the Teleflora office in Oklahoma City, the school features a state-of-the-art classroom, custom workroom and pleasant hospitality area. Classes are limited in size to enable personal coaching of each participant.

About Teleflora

Teleflora is the world's leading flower delivery service connecting customers with the nation's best local [florists](#) for over 75 years. All Teleflora flower arrangements are artistically arranged and hand-delivered in a keepsake vase using only the freshest [flowers](#) available through its member florist network. Headquartered in Los Angeles, California, Teleflora has over 16,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. Through its extensive member florist network, Web sites including www.teleflora.com and www.findaflorist.com, and its toll-free line 1-800-TELEFLORA, the company offers consumers fast, convenient and high-quality flowers and keepsake products.

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