



Every weekend also includes the following sessions:

Fabulous Foliage:

Tom Bowling AIFD, PFCI

Looking for a way to jazz up your designs with material that you may already have on hand? Where in the past many florists thought of foliage only for hiding floral foam or filling space between flowers, today it offers unexplored possibilities as both a decorative and functional component in design. We have learned that foliage adds interest and is often as important as the floral placements. In this hands-on workshop, we will explore many of the exciting and creative uses of foliage.

Cost: Teleflora members \$749.00, non-members \$849.00

Includes: Tuition, flowers and hard goods, and group meals: Friday - welcome reception, Saturday - breakfast, lunch and dinner, Sunday - brunch.

To register and for more information email teleflorascholarship@teleflora.com or call 310-966-3591.

Is it Fresh?

Rich Salvaggio AIFD, AAF, PFCI

How many times have you had a customer ask, "Is it fresh?" or "Will it be fresh?" How many brides have brought you a photo of their most favorite Pinterest bouquet that they just "have to have" for their special day? But, how will those ranunculus fare in August afternoon heat? How can we succeed and keep them happy at the same time? Clever use of botanically correct permanent flowers can be the simple answer. Join us as we explore how easily fresh and permanent flowers can be used together with great success. We are proud to partner with Pioneer Wholesale for this exciting how-to program using premium products focusing on the current trends.



European Design:

March 9 – 11 Dallas, TX

Guest Instructor: Jenny Thomasson AIFD, PFCI, EMC

The European concept is that flowers, designed in an artistic way, are a part of everyday life. Connecting to this concept, seeing arrangements from a different point of view, and learning new techniques will help us all to grow! The morning will be filled with a bridal-flowers demonstration; the afternoon will be focused on table décor. Both sessions will be followed by hands-on learning where we will work with a mixture of cut and potted varieties. Wire work and mechanics will be discussed throughout, so that each attendee will learn European style and skills as a way to set their work apart.



Profitable Everyday:

April 6 – 8 Phoenix, AZ

Guest Instructor: David Powers AIFD

Creating everyday designs that will keep you ahead of your competition is a vital part of any florist's business. In this class, you will learn how to make your own signature designs with resources at your fingertips. We'll share tips and trends from a wholesaler's point of view that will help you build a mutually beneficial relationship with suppliers, so you can order smart and buy even smarter. We will explore originality, branding, purchasing and selling to help you maximize your sales every day. During the hands-on workshop portion, you will create designs where you will incorporate a personal touch that will define your signature and your style. As a group, we will explore how to spark that new fire of floral excitement in everyday design.



Testing, Testing 1 2 3:

April 20 – 22 Chicago, IL

Guest Instructor: Kevin Ylvisaker AIFD, PFCI, CAFA

Whether you seek to compete or to test or simply to lift your design skills to the next level, this intensive one-day course is exactly what you need. Using the principles and elements of floral design as powerful tools for creativity and self-evaluation, you will learn how to create technically correct competition designs that include wedding designs, surprise packages, theme designs and more. You can become the winner you truly are with Testing, Testing 1, 2, 3.

Note: This class is ideal for those seeking to earn the designation Certified Floral Designer (CFD®) or AIFD®. As an AIFD Education Partner, the Teleflora Scholarship Academy is authorized to endorse class participants in their progress toward becoming CFD. And our AIFD-certified instructors will provide important training and feedback to help you prepare for your PFDE design evaluation.



Everything but the Bouquet:

June 1 – 3 Vancouver, BC, Canada

Guest Instructor: Tom Simmons AIFD, CCF

The floral décor for a wedding can transform any space with simplicity, elegance, form, color and design. With that in mind, décor should be an integral part of any wedding budget. It's important for couples to find a professional to create the perfect setting for that 'wow' moment when they see the flowers for the first time. Learn how to sort through multiple ideas, negotiate those Pinterest pages and guide couples who are unsure about what they want. Present them with sellable design ideas for the perfect ceremony and reception to close the sale!



The Business of Design:

June 22 – 24 Orlando, FL

Guest Instructor: Vonda LaFever AIFD, PFCI

Floral design is the heart and soul of your business, but it is often a challenge to balance the beauty and the bottom line. Learn how to manage the day-to-day operations of your shop—including design, productivity and sales along with the knowledge to break through the complexities of the financial side. This session will be stimulating and interactive. It will include lecture, hands-on design—and the opportunity to exchange ideas at round-table discussions. Knowledge is power! You will walk away with a clear understanding of your business goals, ideas for profitable design, and a fresh perspective on managing your business.



Extraordinary Events:

July 13 – 15 Baltimore, MD

Guest Instructor: John Hosek AIFD, PFCI, CF, CAFA

Celebrations are a mainstay in the floral industry. Modern mechanics and unconventional materials have been added to what was once a very slim choice of options. We cannot ignore the influence of the traditional principals and elements of design, but we can add a new twist to bring new life and meaning to your designs! Event florists are well known for making something new happen for each event. Learn how to blend vintage and modern elements together to create the current, hottest looks with your own brand of unique individualism. Join us to gain a plethora of practical and profitable techniques that are sure to please the most discriminating party client.



Growing your Design IQ:

August 3 – 5 Cleveland, OH

Guest Instructor: Tim Farrell AIFD, AAF, PFCI

Are you more of a right-brain or a left-brain thinker? In these sessions, we will explore ways to unlock the qualities of both sides of your brain to take your design talents to a new level. The right side of the brain deals with creativity, imagination and intuition. The left side of the brain manages logic, analysis and mathematics. We will examine sources of inspiration and the thought processes of great designers. Join us for a fast-paced workshop where we will examine ways to really learn how to think about the elements and principles of design, the theory behind them, and the ways they are all connected in great floral creations. Two sessions, each four hours in length, will include lecture, group discussion and hands-on designs.



Wedding Bouquets:

September 21 – 23 Denver, CO

Guest Instructor: Joyce Mason-Monheim AIFD, AAF, PFCI, AzMF

Creating wedding bouquets that are outstanding takes talent and finesse. You'll discover the secrets to creating beautiful bridal bouquets. You will use some of the newest products, learn creative techniques and applications, and gain understanding of the trending design styles. We will also discuss labor cost, efficiency and profitability to help you increase your business and develop the bottom line as a successful wedding designer. From the classic bridal cascade to the newest trends in bouquets, you will take away incredible ideas and the confidence to sell them.



2018 Class Schedule