

Steps to Becoming a Wisconsin Certified Florist

Step 1 Complete and return the WCF Education Application available at www.wumfa.org . (\$50 registration fee)

Step 2 Register online for nine of the twelve courses in this certification program. (\$75 WUMFA member / \$100 non-member per online course)

Step 3 Register for the three hands-on courses when classes are offered by WUMFA (\$100 WUMFA member / \$150 non-member per hands-on course)

NOTE: Steps 2 and 3 can be accomplished concurrently. You do not have to complete the Online Classes before taking the Hands-on Classes

Step 4 Once you have successfully completed all twelve courses, you may register for Wisconsin Florist Master Final Exam. (\$75 WUMFA / \$100 non-member testing fee)

Individuals who are employed by an WUMFA member shop receive the membership discount. Fees for 2010-2011

Getting started is easy...



go to: www.wumfa.org

The Wisconsin & Upper Michigan Florists Association has created an exciting certification program for retail florists called the Wisconsin Certified Florist (WCF). In this program, a Wisconsin Certified Florist is one who both possesses professional expertise and passes a certification process.

Why should you be certified? As a retail florist, you know the importance of both skillful employees and how much consumers appreciate having their designs created by local professionals. **When you have Wisconsin Certified Floral Designers at your shop, you'll get both!**



WUMFA
WISCONSIN & UPPER MICHIGAN
FLORISTS ASSOCIATION

6737 W. Washington Street
Suite 1300
Milwaukee, WI 53214

Register for the Wisconsin Certified Florist Program and be on your way to becoming the best.

You will join a select group of professionals who have made a commitment to individual excellence within the floral industry.

BECOME A

Wisconsin Certified Florist

www.wumfa.org

Certification Program proudly presented by


WUMFA
WISCONSIN & UPPER MICHIGAN
FLORISTS ASSOCIATION



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Set Yourself Apart

The Wisconsin Florists Association will market the Certified Florist as both "respected" and "knowledgeable". When you become certified, customers will prefer you over your competition.

Create Better Work

Part of the certification process involves education of core retail floral knowledge. Regardless of your experience, there's always something to learn. When you're certified your work will show it and your customers will know it!

Get Better Employees or Jobs

Any good florist wants to become better. The WCF program helps you do just that. If you're a manager or owner, it means you can quickly identify those prospective employees with standardized skill levels. If you're an employee, it means you become more valuable to your employer.

What is the Wisconsin Certified Florist Program?

The Wisconsin Certified Florist Program (WCF) is an online certification program consisting of nine courses pertaining to design and flower shop daily operations. Additionally, three hands-on design courses are offered in a classroom setting. A final test encompassing all twelve courses certifies you as a Master Florist. This program is specifically designed for those in the retail floral industry; the WCF provides recognition for a standardized, professional level of knowledge and expertise. WCF is a renewable, "continuing education" form of certification.

Who's creating WCF?

This certification program has been in existence since 1985 and has been offered throughout the US and Canada. The Wisconsin & Upper Michigan Association and the Education Committee volunteers administer the Wisconsin Certified Florist (WCF) program in conjunction with accredited floral practitioners, industry experts, and university and technical instructors.

The Wisconsin Certified Florists program is solely and exclusively a voluntary program sponsored by WUMFA and is not in any way connected with any agency of government.

What will I get as a Certified Florist?

- Recognition of industry peers
- A certificate proclaiming your achievement. These can be displayed at your place of employment letting customers know that a Wisconsin Certified Florist is employed at this establishment.
- Door stickers and camera-ready artwork for ad layouts.
- WUMFA will prepare a news release announcing your accomplishment for you to submit to your local newspaper/media.

THE WISCONSIN CERTIFIED FLORIST PROGRAM CURRICULUM

9 ONLINE COURSES & 3 HANDS-ON COURSES + FINAL EXAM



THE ONLINE COURSES

Convenient!

Work at your own pace!

Start with any class!

"Principles of Design" This course might well be called "Tools of Design". These principles are not arbitrary rules: they are constant guidelines.

"Concepts of the Care and Handling of Foliage and Flowering Plants." Plants add a touch to 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 Foliage" 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-treatments and Care and 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. The course will show you how to prepare a merchandising calendar, explain productive use of space, design, lighting, signage and much more.

"Employee Relations" A business cannot function effectively without people. Too many business owners and managers tend to neglect the human side of their operation. This course addresses locating qualified people, hiring techniques, interviewing, training, motivation and much more.

"Advertising and Promotion" 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.



The Hands-on Courses

Hands-on Instruction & Learning!

Meaningful Content!

"Current Design Styles and Techniques" In this workshop you will construct several of the most noteworthy and practical design styles – case arrangements, vegetative, formalinear, and parallel designs.

"Sympathy Design Styles and Techniques" 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 and Memorial Services and more.

"Wedding Design Styles and Techniques" A florist can make or break their reputation through their wedding flowers. In this workshop you will learn Corsages, Boutonnieres, Hairpieces, Hand-Tied Bouquets and more.