

Georgia Master Florist Certification Program

Steps to Becoming a Georgia Master Florist

Step One: File an application for eligibility. Requirements---Paid member of GSFA in good standings.

Step Two: Once eligibility is verified, you are eligible to register for Phase One of the GMF Certification Program, GSFA's Floral Education Course. Which consist of nine on line courses, a hands-on class and an exam. The member's cost for each course is \$65 and \$150 for the hands-on class. (See the section on the "Floral Education Course" for complete details and registration)

Step Three: Once the Floral Education Course has been successfully completed, you may register for Phase Two of the GMF Certification Program. Phase Two is a Design Evaluation Session. The Design Evaluation Session is an onsite design evaluation held at Convention. The member's cost for the Design Evaluation Session is \$150.

GSFA'S FLORAL EDUCATION COURSE

GSFA's Floral Education Course is one of the most complete educational programs in the floral industry. It is divided into three segments: Design Production, Design Management and Customer Care. The program has been developed for the floral industry member with all levels of experience. It is designed to benefit everyone from sales to designers to shop owners. The Floral Education Course provides a standard of professional excellence which is recognized throughout the industry. This Education Course also serves as Phase One in the steps to Georgia Master Florist certification.

The Floral Education Course is made up of 9 separate on-line courses, a hands-on workshop and an on site final exam. This course allows GSFA members the flexibility and the freedom to excel at their own pace based on their personal needs. Courses of interest can be taken individually for those not wishing to pursue their GMF Certification. Whether an owner wishes to bush up on Customer Care or Visual Merchandising or even a designer wishing to learn the fundamentals of floral design this program is a great resource. The member's cost of each course is \$65 and \$150 for the workshop and final exam. At the end of each course, an exam will be available. Note that you will be allowed two attempts at the exam for that course. Additional attempts will be available at a cost of \$20. In order to achieve a certificate of completion for the complete course, the member must have received a test score of at least 90 on each course as well as the final.

On-Line Courses:

"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

Hands-on Courses

“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.

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

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.

Final Exam: Exam will be a written exam covering material from all 9 courses and the hands-on class. The exam will be given at the end of the class.

Phase Two

* Design Evaluation Session –Given at Convention ---

Members Cost \$150. Members will be required to complete (3 or 4) designs within a 3 hour time limit. Designs will be evaluated on a scale from 1-5: 1 being poor, 3 being average and 5 being excellent. Member must achieve a minimum of 3.75 in order to be certified GMF by GSFA.

If a member should not achieve a minimum of 3.75, the member will be eligible to enroll in Phase Two the following year. Phase Two fees apply.

If a member successfully completes Phase One and gives proper notice that they are unable to attend the Design Evaluation Session, then the member will be allowed to participate in the following year’s Design Evaluation Session with out additional cost. There will be no refunds or transfers to the following year for “No Shows” or failure to give proper notice.

Maintaining GMF Certification

Each GMF must be a member of GSFA in good standings and earn 25 Continuing Education Units over a 3 year period to maintain their GMF Certification. First reporting of units for existing GMF’s will be due by April 2012. For new GMFs, the units will be due 3 years from the year of Certification. Continuing Education Units can be earned through several ways. Form will be provided on the web site.

GSFA State Convention attendance	20 points
GSFA Summer Symposium attendance	15 points
District Education Program attendance	2 points
Regional Industry Program attendance	10 points
National Industry Program attendance	15 points
GSFA State or District Officer position	5 points
Present a Design Program	10 points