Steps to becoming a Professional Certified Florist

1. Complete and return the Education Application available at www.tsfa.org or by calling the TSFA office.

2. Upon approval of the education applicants, you are eligibe to register online for seven of the ten courses in this certification program.

3. Register for the three hands-on courses.

4. Once you have successfully completed all ten courses, you may register for the Professional Certified Florist final exam.

5. Upon completion of the Professional Certified Florist certification, you are eligible to enroll in TSFA's national certification prep course with the objective of testing for the American Institute of Floral Design Certified Floral Designer (CFD®). Please contact the TSFA office for additional information on the TSFA national certification prep course.

For any additional questions about the PCF Certification Program please contact:

Texas State Florists' Association
P.O. Box 859 I Leander, TX 78646
512.528.0806 I txsfa@sbcglobal.net
www.tsfa.org

REV 01.15.2020

PROFESSIONAL
CERTIFIED FLORIST PROGRAM

PROFESSIONAL CERTIFIED FLORIST
PCF ©

Design Production & Design Management

About the Professional Certified Florist Program

The Professional Certified Florist Program is one of the most complete educational programs in the floral industry. It is divided into three segments: Design Production, Design Management and Professional Florist Certification. It is designed to benefit everyone from sales to designers to shop owners. The Professional Certified Florists Program provides a standard of professional excellence which is recognized throughout the industry.

The Professional Certified Florist Content

Hands-On Courses

Celebration of Life, Sympathy Design:

Funeral flowers are more than an expression of sympathy; they are symbols of faith and respect. In this workshop you will learn Sympathy Arrangements in baskets and containers, Standing Sprays, Wreaths, Form Pieces, Casket Sprays, Cremation Urn Pieces, Celebration of Life and much more.

Wedding Design Styles & 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.

The Elements & Principles of Floral Design:

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

Online Courses

Floral Business Procedures and Policies:

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.

Care & 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 of Cut Flowers & 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 and handling, pre-treatments and Care and Handling Terms.

Floral Sales, Profitability:

In today's market, the customer must be our focus and direction with intent, our business will be successful.

Flower Shop Delivery Concepts:

In this 24-hour, self service society, few customer-oriented personalized services remain. Delivery is a service that is very competitive and is the one commodity the floral industry has that keeps customers coming to our shops.

The Art of Effective Visual Merchandising:

Merchandising is anything that is done to develop the 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.

Advertising and Marketing:

In today's advertising market, the consumer is over exposed to commercial messages. The business must get noticed and this course will provide the tools needed for success.